

THE EFFECT OF BRAND AMBASSADORS, DISCOUNTS, AND ADVERTISEMENTS ON PURCHASING DECISIONS ON THE TOKOPEDIA MARKETPLACE

¹Amanda Putri Prasetya, ²Mohamad Trio Febriyantoro, ³Zulkifli, ⁴Dede Suleman, ⁵Fendi Saputra, ⁶Yohanes Totok Suyoto

amanda.putriprasetya@student.upi.ac.id¹, trio.febbriyantoro@upi.ac.id², zul.kifli@upi.ac.id³, dede.suleman@upi.ac.id⁴, fendi.saputra@upi.ac.id⁵, totok.suyoto@upi.ac.id⁶

¹ Student Of Management Universitas Pembangunan Jaya, Indonesia

^{2,3,4,5,6} Department of Management & Jaya Launch Pad, Universitas Pembangunan Jaya, Indonesia

ABSTRACT

This study aims to analyze the effect of promotional activities such as Brand Ambassadors, Discounts, and Advertisements on Purchase Decisions on the Tokopedia Marketplace. This research was of a quantitative type with a simple random sampling technique and the data used in this study was primary data obtained from distributing online questionnaires using a google form from 114 Tokopedia consumers in Indonesia using multiple linear analysis methods and using SPSS 23 as a tool measuring. The results of this study indicate that the brand ambassador variable has no significant effect on purchasing decisions while the Discounts and Advertisements Variables have a positive and significant effect on purchasing decisions. Simultaneously, brand ambassadors, discounts, and advertisements influence purchasing decisions with a percentage of 58.1%, while the remaining 41.9% are influenced by other variables not included in this study.

Keywords: *Purchasing Decisions, Brand Ambassadors, Discounts, Advertisements*

1. INTRODUCTION

Currently, humans live in the digital era and experience rapid technological developments. People cannot live without technology and technology is everything for humans. In the development of the digital era, the internet also makes a big contribution to making it easier for humans to search for information, communicate and socialize. The current sophistication of technology and information is one of the priorities in everyday life for humans and makes all activities develop in a digital direction, one of which is in terms of trade (Fitriyadiah, 2019).

The utilization of information technology developments in marketing can change conventional work towards digital era technology by utilizing e-commerce. The rapid growth of internet network users is a major factor in people's shopping behavior in general (Fitriyadiah, 2019). Apart from the rapid development of technology, this is also supported by the Covid-19 pandemic. The pandemic that has occurred for more than 2 years has forced people to carry out activities from home, be it school, work, or shopping, all are restricted. This has resulted in many changes in thinking patterns, consumption, the environment, shopping behavior and many more. To meet daily needs with people's consumption patterns which are based on technological developments with the existence of e-commerce and also during the pandemic which resulted in all activities being carried out from their homes, people prefer to shop online (Sugianto Putri, 2018).

Consumers when shopping online certainly have certain reasons for choosing a marketplace to make a purchase decision. There are so many factors that cannot be predicted, consumer purchasing decisions are based on consumer behavior factors, namely personal factors, psychological factors, and social factors. Basically, the decision to make a purchase begins with curiosity about an item or service. The purchasing decision is an evaluation stage where consumers form preferences among existing brands in the choice and may also form intentions to make purchasing decisions, consumers will be selective in the information search process before making a purchasing decision, generally, consumers will choose first what is needed and what is good and in accordance with the wishes before consumers decide to buy goods or services. In addition to internal factors, there are external factors that can influence purchasing decisions, for example by conducting sales promotions, currently, sales promotions determine customer purchasing decisions and currently, there are many things that marketers do to be able to provide perceptions to customers until they are sure to make a purchasing decision (Khairunnisa & Jamiat, 2021).

Every e-commerce owner always tries to attract the attention of potential customers, such as providing information about what advantages this e-commerce has. The strategy currently used by companies to increase sales of products from a brand/company is promotion. Company spending for online promotional activities is also increasing and dynamic along with the higher level of consumption of digital media (Wielki, 2020). Promotional media for developing e-commerce marketing also vary greatly, starting from advertisements, social media, price discounts, and using Brand Ambassadors. There are various marketplace companies in Indonesia, including Tokopedia, Shopee, Lazada, Bukalapak, Blibli, and JD ID. One of the marketplace companies that is currently quite popular is Tokopedia, Tokopedia is one of the e-commerce companies in Indonesia. According to iprice (2022) Tokopedia is also the number 1 largest e-commerce with the most visitors in Indonesia in the first quarter of 2022 with the number 157.23 million visitors, in this case it can be interpreted that Tokopedia has succeeded in attracting consumers' attention with the company's marketing strategy, the company's marketing media which has been very visible lately, namely by using advertisements, brand ambassadors and also discounts on the Tokopedia's own page.



Figure I Iprice

Promotional company currently uses models as ad companions and some of them are trusted to become brand ambassadors (Brand Ambassadors) who represent a brand. Someone who becomes a Brand Ambassador has an attractiveness that is believed to be able to attract the attention of the public, so this attraction is used by the company to the ambassador to convey information about the product/company (Hamidah Lailanur Ilaisyah, 2020) Currently, the Brand Ambassador is also a promotional activity that influences purchasing decisions.

Discounts are one of the factors in purchasing decisions because discounts are part of the company's promotional activities, such as on the Tokopedia marketplace which provides discounts on certain dates which are sure to interest consumers to make purchases at a certain time. Kotler (2018) provides an explanation of the forms of discounts, namely cash discounts are discounts for buyers who make purchases directly, seasonal discounts are discounts given on holidays, and price discounts are discounts based on the official price listed. This is a consideration for every consumer in determining a marketplace, be it because of low prices, having vouchers or discounts, completeness and so on (Hamidah Lailanur Ilaisyah, 2020).

With today's intense e-commerce competition, of course every company has designed a good strategy to retain its customers, one of which is through the presentation of advertisements in various media (Setiawan & Rabuani, 2019). As a large e-commerce company, it is necessary to promote its products, one of which is by carrying out marketing activities through advertisements. The existence of advertisements at this time has become a demand that can be said to be unavoidable by companies to bring up an image of a product that is offered to the public to get attention or attract interest (Hamidah Lailanur Ilaisyah, 2020). Unique and creative advertising content and the number of ad frequencies displayed on the media used by Tokopedia, are expected to create an image in the minds of the public and become a concern and attract interest in the lives of consumers to buy at Tokopedia (Agustina, 2021)

Hamidah Lailanur Ilaisyah (2020) states that brand ambassadors have a positive and significant influence on purchasing decisions by consumers at Tokopedia marketplace. and in Lailiya's (2020) research stated the same thing that the independent (independent) variable, namely brand ambassadors, had a positive and significant effect on purchasing decisions. Likewise, research by (Johannes & Siagian, 2021) states that partially, brand ambassadors have an influence on the variable of purchase intention. However, Amin & Yanti (2021) states that based on partial test results, the Brand Ambassador variable has no effect and is not significant on purchasing decisions.

Shoffi'ul Auli (2021) Discounts greatly influence purchasing decisions because the large discount makes consumers interested. Likewise, according to Ridwan Basalamah (2021) the discount increases and the purchase decision will increase. Meanwhile, according to Kusnawan et al (2019) the discount factor does not have a significant effect on impulse buying interest, so further research is needed to find out other factors.

According to Setiawan & Rabuani (2019) advertisement variables have a positive and significant effect on purchasing decision variables. Likewise in Agustina's (2021) research which states that advertisement has a positive and significant effect on purchasing decisions, but in Nuraeni & Hidayat (2022) it states that advertisement variables have no effect on purchasing decisions. This shows that even though the advertisement is attractive by showing various kinds of advantages it does not have a significant effect on purchasing decisions.

From several studies citing brand ambassadors, discounts and advertisements, I was very interested in making these variables a reference research to see how influential they are with purchasing decisions at Tokopedia, because recently Tokopedia has become an e-commerce that can attract people both in making the number 1 boy group and girl group from Korea, namely BTS and Blackpink as brand ambassadors from Tokopedia itself, then by giving discounts and broadcasting advertisements which in the end led to this research raising the topic "**The Effect of Brand Ambassadors, Discounts and Advertisements on Purchase Decisions on the marketplace Tokopedia**

2. LITERATURE REVIEW

2.1 Brand Ambassadors

According to Kotler (2009) brand ambassadors are advertising supporters or also called product spokespersons who are selected from famous people or unknown people who have an attractive appearance to attract the attention and memory of consumers. Brand ambassadors can be used by companies to increase their sales, either in the form of goods or services. They usually have a good relationship with the public (Greenwood, 2012).

The characteristics found in brand ambassadors are visibility (popularity), namely a public figure known by the wider community, credibility (expertise), namely skills that have been acquired by a public figure related to the topic it represents (Tokopedia), attraction (attractiveness), namely achievement and the charisma that BTS has as Tokopedia's brand ambassadors that can attract consumers to make purchases at Tokopedia and power, namely in this case the Tokopedia brand ambassador is believed to be able to encourage consumers to buy at Tokopedia (Hamidah Lailanur Ilaisyah, 2020).

2.2 Discount

Sigit Winarno and Sujana Ismaya in their book Big Economics Dictionary (2003) states that a discount is a reduction in the amount to be paid or to be received and is the amount deducted from a price. According to Sutisna (2002) a discount or discount is a reduction in the price of a product from the normal price for a certain period and there are indicators of the discount, namely:

1. The amount of the discount
2. The period of the discount
3. The type of product that gets a discount

2.3 *Advertisements*

According to Kotler & Armstrong (2007) advertisement is a way of non-personal communication that is carried out through paid media with a clear sponsor. Meanwhile, according to A. Shimp (2018) advertisement is a tool that requires payment as a medium of communication for a resource, designed to influence recipients to make current and future decisions. Tjiptono (2002) argues that in order to attract consumers to purchase a product, companies must carry out advertising activities. Through advertising companies can attract consumers to buy a product variables set in this study refer to the opinions of Purwanto (2014) and Suwadji (2014), which include

1. The message conveyed in the ad
2. Frequency of ad serving
3. Advertising visualization
4. The effectiveness of the media used
5. Voice
6. Music
7. Color

2.4 *The purchasing decision*

The purchasing decision is a psychological process that consumers go through, starting from the stage of attention to the goods or services offered, then the stage of interest in the product or service, then the stage of interest in the product and ends with making a decision to buy or not (Solomon et al., 2014).

Purchasing decisions are consumer decisions that want to buy a product after previously thinking about whether the product is appropriate or not by considering information that is known in reality about the product after seeing it firsthand. So it can be concluded that purchasing decisions are decisions in which a person will select one of several options (Winardi, 2010).

According to Kotler (2009) purchasing decision indicators, namely:

1. The need and desire for a product.
2. Desire to try.
3. The stability of the quality of a product.
4. Other people's recommendations.
5. Repurchase decision.

2.5 *Relations Brand Ambassador with Purchasing Decisions*

For companies, a brand ambassador plays an important role in attracting consumers to use their products. For this reason, appropriateness is needed in selecting brand ambassadors with target consumers so that their functions can be maximized and have an impact on consumers (Greenwood, 2012). Brand ambassador is the key to the attractiveness of a product to attract the interest of potential consumers, if the brand ambassador appointed by the company is right then consumers will be interested in the products offered so that purchasing decisions will occur (Widyaputra & Djawoto, 2018). The credibility, attractiveness, and charisma shown by brand ambassadors can provide trust, generate interest, and can influence consumers so that consumers are tempted to make purchases (Agustina, 2021).

The relationship between brand ambassadors based on the definition above, it can be concluded that a brand ambassador is an effort made by a company to influence or invite consumers by using celebrities as icons to present the best image of a company or product so that consumers are interested in using the product.

H1: Brand ambassadors have a positive effect on purchasing decisions

2.6 *The relationship between discounts and purchasing decisions.*

Discounts are the main factor to attract consumers to make impulsive purchases because with discounts, consumers don't need to think twice, and this will indirectly trigger consumers to make unwanted purchases. plan on e-commerce. So it attracts consumers to make purchases (Trimulyani & Herlina, 2022). Discounts enough to get a quick response from consumers. Consumers pay more attention to products that are given a discount than products at normal prices because giving large discounts will make consumers feel interested so

that they make purchasing decisions (Shoffi'ul Auli, Ridwan Basalamah, M dan Millannintyas, 2021). Discounts are given to encourage consumers to buy in larger quantities, thereby increasing sales volume (Kusnawan et al., 2019).

H2: Discounts have a positive effect on purchasing decisions

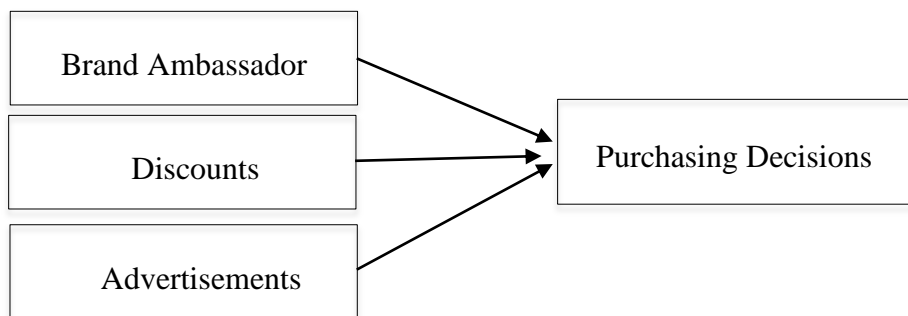
2.7 Advertisement Relations with Purchasing Decisions

According to A. Shimp (2018) the functions of advertisement vary widely, one of which can provide added value (adding value). Advertisements provides added value to consumers by improving quality and brand innovation by influencing consumer perceptions which in turn can also influence purchasing decisions on a product. One of the effective ways of promotion is by marketing activities through advertising promotions. Tjiptono (2002) argues that in order to attract consumers to purchase a product, companies must carry out advertising activities. Through advertising companies can attract consumers to buy a product. Advertising is one of the consumer support for purchasing decisions. Advertising as a form of presentation, promotion of ideas for goods and services non-personally by a certain sponsor (Nuraeni & Hidayat, 2022)

H3: Advertising has a positive effect on purchasing decisions.

2.8 Research Model

Based on the theory and hypotheses that have been discussed, this study used a multiple linear regression model using 3 X variables which refer to the Y variable, namely purchasing decisions as shown in the diagram below



3. METHOD

Type of research conducted in this study namely primary quantitative research with simple random sampling. The location of this research was conducted in South Tangerang City. In this study the population used was unknown, this was because the number of Tokopedia users in South Tangerang was not known with certainty, therefore in this study the sampling technique uses the Hair formula with a minimum sample of 100 and unknown samples with a minimum of 100 the following results are obtained 114 Respondents.

Data collection was carried out by distributing questionnaires online using Google Form and Google Form were submitted to respondents determined by the researcher, namely consumers who had shopped at Tokopedia using the Likert scale technique which included (1) Strongly Disagree (2) Disagree (3) Agree (4) Strongly Agree. The data analysis technique used multiple linear regression which includes hypothesis testing, reliability testing, classical assumption testing, T test and F test. Then the results obtained were processed using SPSS 23 software.

4. RESULTS

4.1 Respondent Characteristics

Below are the characteristics of the respondents based on the questionnaires that have been distributed.

Characteristics	Description	Amount	Percent
Gender	Man	12	10,5%
	Women	102	89,5%

Age	18 - 25 years old	107	93,9%
	26 - 30 years old	5	4,4%
	31 - 35 years old	2	1,8%
Status	Student	93	81,6%
	Entrepreneur	3	2,6%
	Employee	18	15,8%
Income	< Rp. 5.000.000,-	107	93,9%
	> Rp. 5.000.000,-	7	6,1%

Table I Respondent Characteristics

Based on the table above, we can see from the respondents that the respondents used Tokopedia the most, namely women with a total of 102. This stated that women prefer shopping than men. The most dominant Tokopedia user respondents are aged 18-25 years where at this age the respondents understand more about e-commerce. The most dominant Tokopedia user respondents were students with a total of 93. This stated that students preferred online shopping with a more dominant income, namely < Rp. 5,000,000,-.

4.2 Validity Test

Variable	Indicator	Conditional	Corrected Item-Total Correlation (CITC)	Results
Brand Ambassador	X1.1	0.30	0.692	Valid
	X1.2	0.30	0.621	Valid
	X1.3	0.30	0.641	Valid
	X1.4	0.30	0.779	Valid
	X1.5	0.30	0.747	Valid
	X1.6	0.30	0.796	Valid
	X1.7	0.30	0.717	Valid
	X1.8	0.30	0.777	Valid
Discounts	X2.1	0.30	0.702	Valid
	X2.2	0.30	0.745	Valid
	X2.3	0.30	0.772	Valid
	X2.4	0.30	0.679	Valid
	X2.5	0.30	0.717	Valid
	X2.6	0.30	0.768	Valid
Advertisements	X3.1	0.30	0.805	Valid
	X3.2	0.30	0.741	Valid
	X3.3	0.30	0.850	Valid
	X3.4	0.30	0.847	Valid
	X3.5	0.30	0.845	Valid
	X3.6	0.30	0.840	Valid
	X3.7	0.30	0.787	Valid
Purchasing Decisions	X4.1	0.30	0.805	Valid
	X4.2	0.30	0.741	Valid
	X4.3	0.30	0.850	Valid
	X4.4	0.30	0.847	Valid

X4.5	0.30	0.845	Valid
X4.6	0.30	0.840	Valid
X4.7	0.30	0.778	Valid
X4.8	0.30	0.807	Valid
X4.9	0.30	0.850	Valid
X4.10	0.30	0.741	Valid

Table II Validity test

A validity test is conducted to measure whether or not the indicators of each variable are valid. A question item is said to be valid if the r-count value is greater than the value of the Corrected item-Total Correlation > 0.30 . (Sugiyono, 2013) The test was carried out by looking at the Corrected Item-Total Correlation (CITC) values contained in the data processing output in SPSS with standard conditions ≥ 0.30 , all indicator statements were declared valid.

4.3 Reliability Test

Variable	cronbach alpha	cronbach alpha which is conditional	Results
Brand Ambassador	0.869	0,60	reliable
Discounts	0.824	0,60	reliable
Advertisements	0.917	0,60	reliable
Purchasing Decisions	0.927	0,60	reliable

Table III Reliability Test

Based on the table data above, it can be concluded that each variable brand ambassador (X1), discount (X2), advertisement (X3), and purchase decision (Y) has reliable results because it has been able to fulfill the requirements, namely the results of cronbach alpha $>$ from cronbach alpha which is in terms of 0.60, it can be concluded that the results of the reliability test on all variables are reliable.

4.4 Normality Test Results

Unstandardized Residual	
Asymp. Sig. (2-tailed)	0,053

Table IV Normality Test

From the results of the table above it can be observed based on a significance value of 0.053 which means > 0.05 it can be said that the data has a normal distribution and this data can be continued for the next research

4.5 Multicollinearity Test

Model	Tolarance	VIF
X1	0,498	2.009
X2	0,602	1.660
X3	0,384	2.602

Table V Multicollinearity Tes

In the Multicollinearity Test, the value will meet the criteria if the Tolerance value is > 0.1 and the VIF value is < 10 . So the result is that the Tolerance value is $0.498 > 0.1$ then $0.602 > 0.1$ and $0.384 > 0.1$ while the VIF value is $2.009 < 10$ then $1.660 < 10$ and $2.602 < 10$ makes the data acceptable and there is no correlation between the independent variables.

4.6 Glejser Test

Model	Sig	Result
Brand Ambassador	1.000	no heteroscedasticity
Discounts	1.000	no heteroscedasticity
Advertisements	1.000	no heteroscedasticity
Purchasing Decisions	1.000	no heteroscedasticity

Table VI Glejser Test

In the heteroscedasticity test, the value will meet the criteria if the Sig value is > 0.5 . From the table above it shows that the sig values of all variables are > 0.5 , it can be concluded that in this test there was no heteroscedasticity problem.

4.7 Test the hypothesis

4.7.1 Test the Coefficient of Determination

R Square	Adjusted R squares
0,581	0,569

Table VII (R test)

Based on the results of the primary data processing affect the R2 coefficient of 0.581, which means that the three independent variables namely Brand ambassadors, Discounts, and Advertisements have a percentage influence on the purchasing decision variable of 58.1%, while the remaining 41.9% is influenced by variables others that were not included in this study.

4.7.2 F test (ANOVA)

	F	Sig
Regresion	49.307	0,000

Table VIII (F test)

F value can be accepted if F count $>$ F table. From the following table it can be seen that the F count can be seen to be 49,307, the result value is greater than the F table, namely 2.69 with a significant level of 0.000 which has a value smaller than 0.05, it can be stated that the brand ambassador, discount, and advertisements variables have an effect simultaneously on consumer purchasing decisions on the Tokopedia marketplace.

4.7.3 Partial Hypothesis Test Results (t test)

Variabel	T	Sig
Brand Ambassador	1.085	0,280
Discounts	5.846	0,000
Advertisements	3.260	0,001

Table VIII (T test)

In this t test it will be declared valid if t count is greater than t table and in this study obtained t table with a result of 1,658 with a value of $\alpha = 0.05$, From the table above it can be seen that the brand ambassador variable is 1,085 $<$ 1.658, which means that the brand ambassador variable has no effect on purchasing decisions while the discount variable is 5,846 and advertisement is 3,260 $>$ 1.658, which means that discount and advertisement variables have a significant effect on purchasing decisions with $\alpha = 0.05$ then it can be seen that the brand

ambassador has no significant effect and advertisement variables and discount variables have a significant effect.

4.8 Result And Discussion

Based on the results of the analysis of hypothesis testing it can be concluded as follows.

4.8.1 The effect of Brand Ambassadors on purchasing decisions on the Tokopedia marketplace

From the results of the analysis that has been carried out, the results of the partial test (t test) indicate that the Brand Ambassador variable has no significant effect on purchasing decisions with a t value of $1.085 < 1.658$ and sig $0.280 > 0,05$. The results of this study are in line with previous research, namely in the research of (Amin & Yanti, 2021) and (Widyaputra & Djawoto, 2018). However, in research Lailiya (2020) states the opposite, namely Brand Ambassadors have an influence on purchasing decisions. This shows that there is a difference between the previous research and the current research.

4.8.2 The effect of discounts on purchasing decisions on the Tokopedia marketplace

From the results of the analysis that has been carried out, the results of the partial test (t test) indicate that the discount variable has a significant effect on purchasing decisions with a t value of $5,846 > 1.658$ and sig $0.000 > 0.05$. Results This research is in line with previous research, namely the research of Shoffi'ul Auli (2021) and Trimulyani & Herlina (2022) which states that the discount variable has a positive and significant effect on purchasing decisions.

4.8.3 The effect of advertisements on purchasing decisions on the Tokopedia marketplace

From the results of the analysis that has been carried out, on the results of the partial test (t test) which shows that the discount variable has a significant effect on purchasing decisions with a t value of $3,260 > 1.658$ and sig $0.001 > 0.05$. The results of this study are consistent with previous research, namely in Hamidah Lailanur Ilaisyah (2020) and Setiawan & Rabuani (2019) which states that the discount variable has a positive and significant effect on purchasing decisions.

5. CONCLUSION

Based on the research that has been done and the explanation of the results of research related to the effect of Brand ambassadors, Discounts, and Advertisements on purchasing decisions on the Tokopedia marketplace, it can be concluded that the independent variable Brand ambassadors do not significantly influence purchasing decisions. Meanwhile, other independent variables, namely discounts and advertisements, have a positive and significant influence on purchasing decisions on the Tokopedia marketplace.

REFERENCES

- [1] Agustina, G. (2021). Pengaruh Brand Ambassador Dan Iklan Terhadap Keputusan Pembelian Konsumen Pada Marketplace Tokopedia (Studi Kasus Mahasiswa Stie Stan Im Bandung). *Jurnal Manajemen STIE STAN – Indonesia Mandiri*.
- [2] Amin, A. M., & Yanti, R. F. (2021). Pengaruh Brand Ambassador, E-WOM, Gaya Hidup, Country Of Origin dan Motivasi Terhadap Keputusan Pembelian Produk Skincare Korea Nature Republic. *INVEST : Jurnal Inovasi Bisnis Dan Akuntansi*, 2(1), 1–14. <https://doi.org/10.55583/invest.v2i1.111>
- [3] Fitriyadiah, E. P. (2019). Masyarakat Industri 4 . 0. *Journal Teknologi Dan Informasi ESIT*, XIV(11), 34–39.
- [4] Greenwood, L. (2012). *Fashion Marketing Communications*. https://books.google.co.id/books?hl=id&lr=&id=oKtA71-oBlAC&oi=fnd&pg=PA111&dq=Lea+Greenwood,+2012&ots=xJdtTPYa2r&sig=GtTUWrKWCWIfW3XjAuUzdwdVtws&redir_esc=y#v=onepage&q=Lea+Greenwood%2C+2012&f=false
- [5] Hamidah Lailanur Ilaisyah. (2020). *Pengaruh Brand Ambassador dan iklan terhadap keputusan pembelian*. 2019(2132), 235–238.
- [6] iprice. (2022). *Peringkat e-commerces kuartal I 2022*. <https://databoks.katadata.co.id/datapublish/2022/07/19/10-e-commerce-dengan-pengunjung-terbanyak-kuartal-i-2022>
- [7] J. Craig Andrews and Terence A. Shimp. (2018). Advertising, Promotion, and other aspects of Integrated Communications Marketing. In *Cengage Learning*.

- [8] Johannes, C. S., & Siagian, V. (2021). the Effect of Brand Ambassador, Trust and Price Discount on Interest in Buying in Tokopedia Applications. *Jurnal Penelitian Ilmu Manajemen (JPIM)*, 6(2), 98–112.
- [9] Khairunnisa, F., & Jamiat, N. (2021). Pengaruh Perilaku Konsumen Terhadap Keputusan Pembelian Produk Kecantikan Secara Online Melalui E-Commerce Shopee Di Indonesia. *E-Proceeding of Management*, 8(1), 394–408. <https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/download/14377/14161>
- [10] Kotler, P., & Armstrong, G. (2007). Understanding the Marketplace and Consumers. *Principles of Marketing 12e*, 140.
- [11] Kusnawan, A., Diana, S., Andy, A., & Tjong, S. (2019). Pengaruh Diskon pada Aplikasi e-Wallet terhadap Pertumbuhan Minat Pembelian Impulsif Konsumen Milenial di Wilayah Tangerang. *Sains Manajemen*, 5(2), 137–160. <https://doi.org/10.30656/sm.v5i2.1861>
- [12] Lailiya, N. (2020). Pengaruh Brand Ambassador Dan Kepercayaan Terhadap Keputusan Pembelian Di Tokopedia. *IQTISHADequity Jurnal MANAJEMEN*, 2(2), 113. <https://doi.org/10.51804/iej.v2i2.764>
- [13] Nuraeni, N., & Hidayat, R. (2022). Pengaruh Iklan, Citra Merek, Dan Desain Produk Terhadap Keputusan Pembelian Sepeda Motor Honda Scoopy. *Ikraith-Ekonomika*, 5(2), 177–186. <https://journals.upi-yai.ac.id/index.php/IKRAITH-EKONOMIKA/article/view/1331%0Ahttps://journals.upi-yai.ac.id/index.php/IKRAITH-EKONOMIKA/article/download/1331/1066>
- [14] Setiawan, B., & Rabuani, C. C. (2019). Pengaruh Iklan dan Endorser terhadap Brand Awareness Serta Dampaknya pada Keputusan Pembelian. *Riset*, 1(1), 001–015. <https://doi.org/10.35212/277621>
- [15] Shoffi'ul Auli, Ridwan Basalamah, M dan Millannintyas, R. (2021). e-Jurnal Riset ManajemenPRODI MANAJEMEN Pengaruh Diskon Dan Promo Gratis Ongkos Kirim Terhadap Keputusan Pembelian Pada E-Commerce Shopee. *Jurnal Riset Manajemen Dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, 111–121. www.fe.unisma.ac.id
- [16] Solomon, D., Grewal, P., Taylor, C., & Solomon, B. (2014). Managing misuse of novel psychoactive substances. *Nursing Times*, 110(22), 12–15.
- [17] Sugianto Putri, C. (2018). Pengaruh Media Sosial Terhadap Keputusan Pembelian Konsumen Cherie Melalui Minat Beli. *Performa : Jurnal Manajemen Dan Start-Up Bisnis*, 1(5), 594–603.
- [18] Sugiyono. (2013). Metode Penelitian Kualitatif dan R and D. In *Bandung: Alfabeta* (Vol. 3, Issue April).
- [19] Tjiptono. (2002). Strategi Pemasaran. *Demographic Research*, 49(0), 1-33 : 29 pag texts + end notes, appendix, referen.
- [20] Trimulyani, S., & Herlina, N. (2022). Pengaruh Iklan, Diskon Dan Brand Ambassador Terhadap Pembelian Impulsif Pada Lazada Di Masa Pandemi Covid-19. *Liaison Journal of Best*, 1(2), 47–58.
- [21] Widyaputra, K. H., & Djawoto. (2018). Pengaruh Kualitas Produk, Brand Ambassador, Kreativitas Iklan, dan Word of Mouth terhadap Keputusan Pembelian. *Jurnal Ilmu Dan Riset Manajemen*, 7(7), 1–18.
- [22] Wielki, J. (2020). Analysis of the role of digital influencers and their impact on the functioning of the contemporary on-line promotional system and its sustainable development. *Sustainability (Switzerland)*, 12(17). <https://doi.org/10.3390/su12177138>