



Journal of Economics Education and Entrepreneurship

Vol. 6, No. 1, April 2025, pp. 88-98

<https://ppjp.ulm.ac.id/journals/index.php/jee/issue/view/882>

ISSN: 2746-5438 (Print) | 2745-729X (Online)



Examining the Role of Celebrity Endorsers, Product Quality, and Brand Image in Influencing Purchase Decisions

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Article Info

Keywords:

Celebrity endorsers
Product quality
Brand image
Purchase decisions
Azarine cosmetic

ABSTRACT

This study aims to determine examining the role of celebrity endorsers, product quality, and brand image in influencing purchase decisions on Azarine Cosmetic X Red Velvet in Denpasar. This is a quantitative study with a descriptive approach. The population of this research includes users of Azarine Cosmetic products from four sub-districts in Denpasar City: West Denpasar, East Denpasar, North Denpasar, and South Denpasar. The sample was taken using purposive sampling technique, with a total of 175 respondents. Measurement of variable indicators was conducted using a Likert Scale (1-5), with five levels of response preference. The independent variables in this study are celebrity endorsers, product quality, and brand image, while the dependent variable is purchase decision. This research employed a field study method by distributing online questionnaires via Google Form. Data analysis was conducted using Smart-PLS 3.0 statistical software. The results of the study show that Celebrity endorsers significant influence on purchase decisions of Azarine Cosmetic X Red Velvet. Product quality significant influences on purchase decisions of Azarine Cosmetic X Red Velvet. Brand image significant influences on purchase decisions of Azarine Cosmetic X Red Velvet.

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Submitted 25 Nov 2024; Accepted 3 Dec 2024; Published 30 April 2025

How to cite: Rashifa, D. A. & Farida, L. (2025). H Examining the Role of Celebrity Endorsers, Product Quality, and Brand Image in Influencing Purchase Decisions. *Journal of Economics Education and Entrepreneurship*, 6(1), 88-98. <https://doi.org/10.20527/jee.v6i1.14178>.

1. INTRODUCTION

The competition in the beauty and personal care industry has become increasingly intense, marked by the proliferation of various cosmetic products, both locally produced and available in domestic and international markets. The presence of these diverse cosmetic products influences individuals' interest in making purchases, which in turn affects their purchasing decisions. Currently, purchasing cosmetic products is not merely driven by desire but also because cosmetics have become an essential need for many people.

In an article from www.ekon.go.id, data from the Coordinating Ministry for Economic Affairs of the Republic of Indonesia shows a 21.9% growth in the number of cosmetic industries in Indonesia in 2022, increasing from 913 companies to 1,010 companies by mid-2023. This growth also enabled the national cosmetic industry to penetrate the economic market, achieving a cumulative export value of USD 770.8 million for products such as cosmetics, essential oils, and fragrances during the January–November 2023 period. With a total value of IDR 13,287.4 trillion and a transaction volume of 145.44 million, personal care and cosmetics have held the top 3 sales positions in marketplaces from 2018 to 2022.

Azarine is a local Indonesian beauty brand specializing in skin and body care products since 2002. It offers a comprehensive range of products, including cleansers, toners, serums, lip and eye care, moisturizers, sunscreens, and masks. The brand proudly dedicates itself to providing optimal skin and body care solutions by selecting high-quality natural ingredients. Azarine formulates its products to address various skin concerns, aiming to maintain skin health and support a modern lifestyle. With product variants offering a variety of scents and benefits, each component is carefully selected and processed to ensure effective solutions for diverse skin care needs.

All Azarine products are registered with the Indonesian National Agency of Drug and Food Control (BPOM) and are manufactured by PT. Wahana Kosmetika Indonesia in Sidoarjo, East Java, ensuring high safety and quality standards for its users. In an article published by Armitha, (2023) Azarine collaborated with a celebrity from South Korea as a new brand ambassador and simultaneously promoted their latest lip tint product. Less than 24 hours after its release, Azarine's Tinted Lippie Cake sold out, with more than 10,000 units sold. Moreover, the hashtag AzarineXRedVelvet became the number 1 trending topic in Indonesia. A total of 14.7 million units of the product were sold, capturing 9.46% market share, which boosted Azarine's sales in April 2023. These sales generated revenue reaching IDR 1 billion. As a result, Azarine climbed to the top ranks of best-selling Lip Tint products on Shopee during the period of April 1-30, 2023.



Figure 1. Best Lip Tint Brands on Shopee

Source: compas.co.id

Data published by Salsabila, (2023) reveals that in Indonesia, the top Lip Tint brands in April 2023 were brands such as Focallure, Implora, Barenbliss, Madam Gie, and Azarine. Azarine Cosmetics ranked fifth, a position that may have been caused by increasingly intense competition with other brands. This situation drives Azarine to continue innovating to maintain consumer loyalty and even increase sales volume.

Based on the research results, the opportunity to choose products is given to consumers according to their preferences. To attract consumer interest, companies need to design effective marketing strategies. Some ways companies can influence consumer purchasing decisions include using strategic methods such as celebrity endorsers, product quality, and building a positive brand image.

Celebrity endorsers, as defined by Shimp (2003), include artists, entertainers, athletes, and popular public figures who lend their support to a product with the hope that their reputation and popularity will benefit the product. Based on the data above, it can be assured that the presence of celebrities as endorsers or brand ambassadors is an effective marketing strategy. The large number of followers celebrities have on social media serves as a tool for increasing brand awareness and building trust, as consumers are often influenced by their idols. Celebrity endorsements can create a positive perception of the brand and product, as well as influence purchasing decisions, especially on online platforms like Shopee, where users are easily exposed to marketing campaigns.

Kotler & Keller (2016) argue that product quality encompasses the overall performance of a product in fulfilling its intended function, such as durability, accuracy, and reliability. These aspects make product quality crucial in influencing consumer purchasing decisions. In the context of Azarine Cosmetics, consumers tend to look for products that are safe, effective, and offer long-term benefits for skin care. Reviews and product ratings on platforms like Shopee can provide potential buyers with information about the product's quality based on other users' experiences, making it an important factor for consumers when deciding whether to purchase.

A purchase decision is built upon the positive image that the product itself carries. A favorable perception from consumers is formed when the product has a positive brand image, which automatically creates a good impression of the brand. Furthermore, consumers are more likely to trust and purchase the product when there is a positive brand image associated with it.

2. METHOD

This research is a quantitative study with a descriptive approach involving 175 respondents who are users of Azarine Cosmetic products from four sub-districts in Denpasar City. A non-probability sampling technique was applied in this study, specifically purposive sampling. According to Sugiyono (2017), in the non-probability sampling method, each member of the population or component has different opportunities. The purposive sampling method, adjusted based on Sugiyono (2017). The research location covers four sub-districts in Denpasar City, West Denpasar, East Denpasar, North Denpasar, and South Denpasar, with respondents who have used or are currently using Azarine Cosmetic products. The measurement of indicators on the variables was conducted using a Likert Scale (1-5), which includes five levels of answer preferences. Data collection was carried out through an online questionnaire using Google Forms, and data analysis was performed using the Smart-PLS 3.0 statistical software.

3. RESULTS AND DISCUSSION

3.1 Results

3.1.1. Measurement Model Analysis (Outer Model)

Convergent Validity

This evaluation aims to determine whether the underlying variables are influenced by the indicators and whether these indicators are valid. (Ghozali & Latan, 2015).

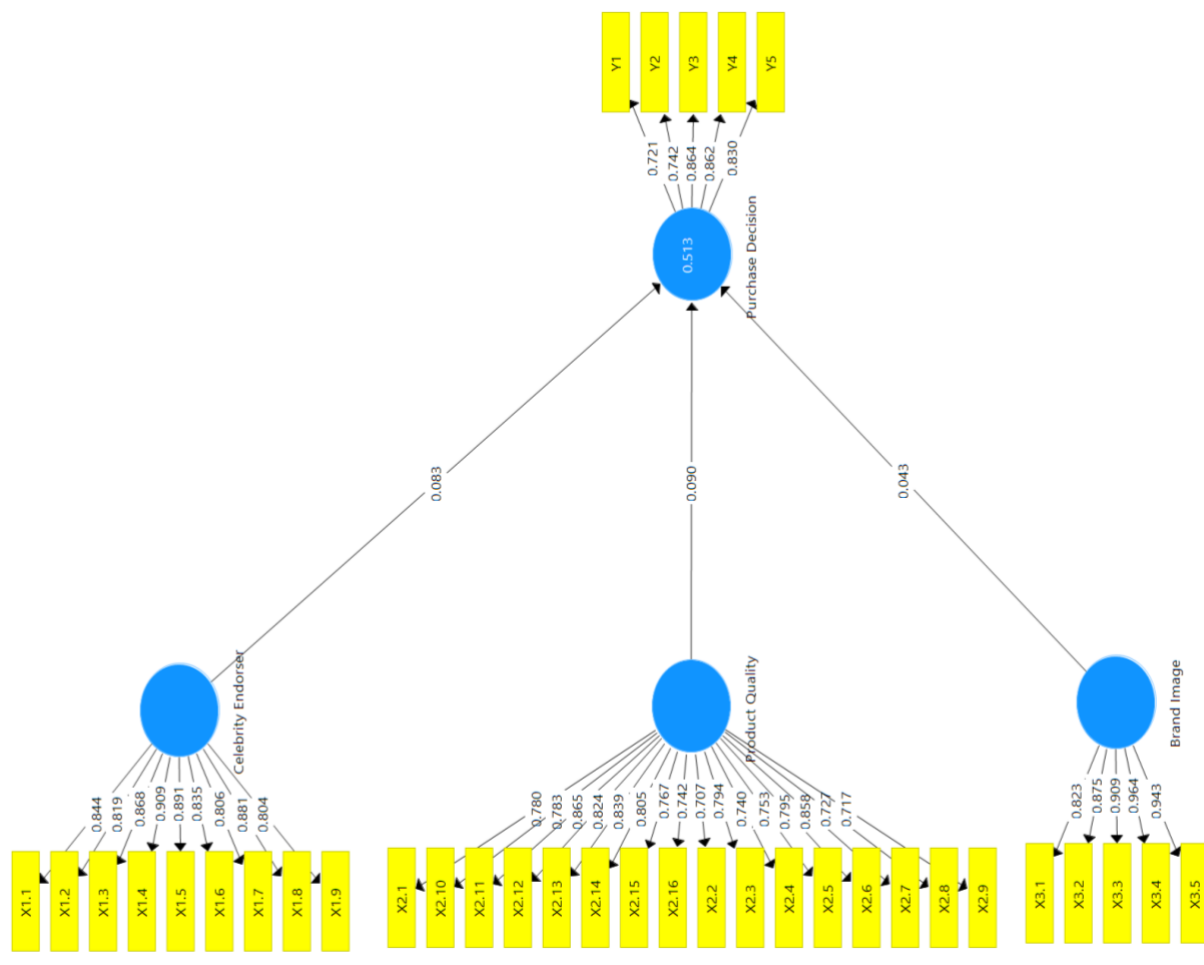


Figure 1. Outer Model

Source: Primary Data, 2024

The factor values of the latent variables and their indicators demonstrates convergent validity. The validity of an indicator can be observed if the loading factor shows a value ranging between 0.5 and 0.6 (Chin, 1998). The loading factor values, also known as the outer loading of each indicator on the research variables, are as follows:

Table 1. Loading Factor Values

Variable	Item	Nilai loading factor	Explanation
Celebrity endorsers	X1.1	0.844	Valid
	X1.2	0.819	Valid
	X1.3	0.868	Valid
	X1.4	0.909	Valid
	X1.5	0.891	Valid
	X1.6	0.835	Valid
	X1.7	0.806	Valid
	X1.8	0.881	Valid
	X1.9	0.804	Valid
Product Quality	X2.1	0.780	Valid
	X2.2	0.783	Valid
	X2.3	0.865	Valid
	X2.4	0.824	Valid

Variable	Item	Nilai <i>loading factor</i>	Explanation
Brand Image	X2.5	0.839	Valid
	X2.6	0.805	Valid
	X2.7	0.767	Valid
	X2.8	0.742	Valid
	X2.9	0.707	Valid
	X2.10	0.794	Valid
	X2.11	0.740	Valid
	X2.12	0.753	Valid
	X2.13	0.795	Valid
	X2.14	0.858	Valid
	X2.15	0.727	Valid
	X2.16	0.717	Valid
	X3.1	0.823	Valid
	X3.2	0.875	Valid
	X3.3	0.909	Valid
	X3.4	0.964	Valid
Purchase Decisions	X3.5	0.943	Valid
	Y.1	0.721	Valid
	Y.2	0.742	Valid
	Y.3	0.864	Valid
	Y.4	0.862	Valid
	Y.5	0.830	Valid

Source: Primary Data, 2024

Based on the results above, it is known that the outer loadings value for each indicator on the research variables is > 0.70 . Therefore, the conclusion is that further testing can be conducted, as all indicators have met the criteria for convergent validity.

Discriminant Validity

Table 2. Cross Loading Values

	Celebrity endorsers	Product Quality	Brand Image	Purchase Decisions
X1.1	0.844	0.743	0.587	0.595
X1.2	0.819	0.662	0.460	0.516
X1.3	0.868	0.524	0.502	0.500
X1.4	0.909	0.657	0.705	0.666
X1.5	0.891	0.656	0.667	0.632
X1.6	0.835	0.573	0.534	0.521
X1.7	0.806	0.456	0.544	0.474
X1.8	0.881	0.569	0.708	0.669
X1.9	0.804	0.476	0.506	0.459
X2.1	0.520	0.780	0.386	0.510
X2.2	0.441	0.707	0.427	0.366
X2.3	0.505	0.794	0.435	0.381
X2.4	0.397	0.740	0.348	0.347
X2.5	0.662	0.753	0.538	0.560
X2.6	0.584	0.795	0.454	0.500
X2.7	0.635	0.858	0.485	0.543
X2.8	0.557	0.727	0.447	0.352
X2.9	0.511	0.717	0.425	0.343

	Celebrity endorsers	Product Quality	Brand Image	Purchase Decisions
X2.10	0.537	0.783	0.452	0.519
X2.11	0.532	0.865	0.404	0.539
X2.12	0.483	0.824	0.353	0.451
X2.13	0.492	0.839	0.347	0.519
X2.14	0.568	0.805	0.539	0.639
X2.15	0.460	0.767	0.420	0.538
X2.16	0.758	0.742	0.633	0.596
X3.1	0.441	0.707	0.427	0.366
X3.2	0.637	0.588	0.875	0.573
X3.3	0.654	0.467	0.909	0.535
X3.4	0.640	0.538	0.964	0.556
X3.5	0.651	0.526	0.943	0.537
Y.1	0.299	0.360	0.370	0.721
Y.2	0.603	0.473	0.541	0.742
Y.3	0.593	0.468	0.473	0.864
Y.4	0.614	0.584	0.491	0.862
Y.5	0.501	0.626	0.485	0.830

Source: Primary Data, 2024

The reference value used in this study is > 0.7 . The table shows that each indicator has a cross-loading value (Bold) > 0.7 . If an indicator's cross-loading value is higher than the cross-loading value of the same indicator on other constructs, then the discriminant validity of each indicator to its respective variable has been fulfilled, as shown in the table.

Table 3. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)	Explanation
X1	0.725	Valid
X2	0.612	Valid
X3	0.817	Valid
Y	0.649	Valid

Source: Primary Data, 2024

The table shows that all AVE values for the variables in the model exceed 0.5, indicating that the convergent validity condition has been met. This demonstrates that all variables have successfully passed the convergent validity test.

Composite Reliability

In describing the correlation or relationship of the scales created with all the existing variable scales, Cronbach's Alpha is a benchmark that can be used. A variable can be considered reliable if both the Composite Reliability and Cronbach's Alpha values are > 0.6 . Therefore, it can be said that the variable is reliable.

Table 4. Cronbach's Alpha dan Composite Reliability Value

Variable	Cronbach's Alpha	CR (Rho a)	CR (Rho c)	Explanation
X1	0.958	0.963	0.962	Reliable
X2	0.958	0.963	0.962	Reliable
X3	0.943	0.947	0.957	Reliable
Y	0.865	0.877	0.902	Reliable

Source: Primary Data, 2024

The variables above show results > 0.60 for both Cronbach's Alpha and Composite Reliability, thus it can be concluded that the variables have a reliable relationship.

Structural Model Analysis (Inner Model)

The magnitude of the influence of the independent variables on the dependent variable can be measured through a determination test, namely the Variance Analysis (R^2), which is seen from the R-squared value. A predictive model is considered good if the R-squared value is high.

Table 5. *R-squared value (R^2)*

	Nilai <i>R-Square</i> (R^2)	Explanation
Purchase Decisions (Y)	0,513	Medium

Source: Primary Data, 2024

The moderating relationship is shown in the table above, as the variables of celebrity endorsers, product quality, and brand image have an R-Square (R^2) value of 0.513 or 51.3%, which influences purchasing decisions.

Variable	<i>Cronbach's Alpha</i>	<i>CR (Rho a)</i>	<i>CR (Rho c)</i>	Explanation
X1	0.958	0.963	0.962	Reliable
X2	0.958	0.963	0.962	Reliable
X3	0.943	0.947	0.957	Reliable
Y	0.865	0.877	0.902	Reliabe

The relative influence of the independent latent variables on the dependent latent variable can be determined through F-Square testing. The criteria established by Ghozali & Latan (2015) for measuring F-Square include:

1. An f^2 value of 0.35 indicates a large effect between the independent latent variables and the dependent latent variables.
2. An f^2 value of 0.15 or below indicates a medium effect between the independent latent variables and the dependent latent variables.
3. An f^2 value of 0.02 or below indicates a small effect between the independent latent variables and the dependent latent variables.

Table 6. *F-Square Value*

	Nilai <i>F-Square</i>	Explanation
Celebrity endorsers -> Purchase Decisions	0,083	Medium
Product Quality -> Purchase Decisions	0,090	Medium
Brand Image -> Purchase Decisions	0,043	Medium

Source: Primary Data, 2024

Based on the results in the table above, it is known that the influence of each variable has a medium effect.

Path Coefficient

If an independent variable has a direct effect on the dependent variable, path coefficient analysis can be used in hypothesis testing. The direction of influence between the independent and dependent variables is indicated by a positive original sample value. Conversely, if the independent and dependent variables have an opposite direction, this is shown by a negative original sample value.

Table 7. T-Statistic and P-Values for Direct Relationships

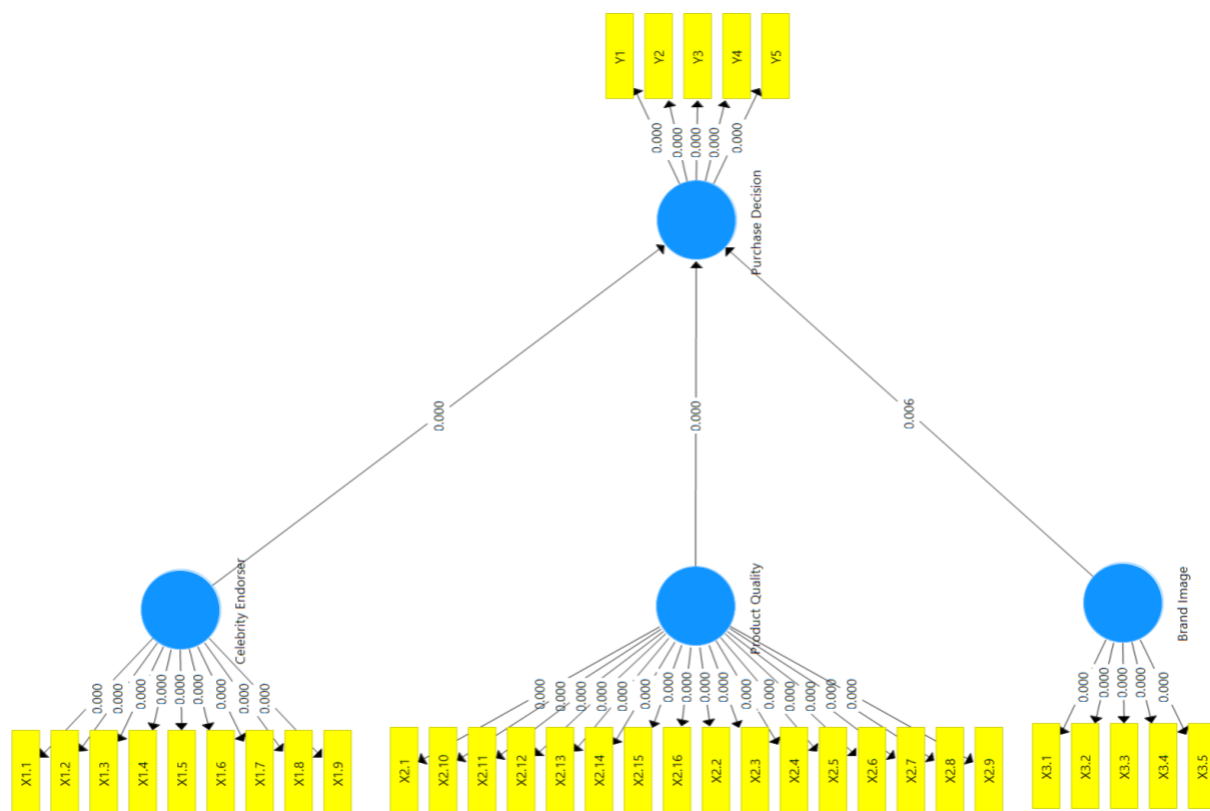
	<i>T statistics</i>	<i>P values</i>	Explanation
<i>Celebrity Endorsers</i> -> Purchase Decisions	3.507	0.000	Significantly Influential
<i>Product Quality</i> -> Purchase Decisions	4.862	0.000	Significantly Influential
<i>Brand Image</i> -> Purchase Decisions	2.607	0.009	Significantly Influential

Source: Primary Data, 2024

Based on the results of the path coefficient testing in the table above, if the T-Statistic > the T-table value, which is 1.96, the coefficient is considered significant. The conclusions that can be drawn are as follows: Celebrity endorsers (X1) significantly influence purchase decisions (Y) with a T-Statistic value of 3.507, which is greater than the T-table value. Product quality (X2) significantly influences purchase decisions (Y) with a T-Statistic value of 4.862, which is greater than the T-table value. And brand image (X3) significantly influences purchase decisions (Y) with a T-Statistic value of 2.607, which is greater than the T-table value.

Hypothesis Test

The purpose of hypothesis testing is to explain the relationship between the variables being examined. The statistical technique called the t-test compares the t-statistic result with the t-table value to assess the hypothesis. A variable is considered significant or influential if the t-statistic value is higher than the t-table value. Furthermore, a variable has a significant or acceptable effect if the p-value is < 0.05. Therefore, hypothesis testing helps in understanding how the variables under study relate to each other accurately.

**Figure 2.** Hypothesis Test

Source: Primary Data, 2024

Table 8. Hypothesis Test

<i>Variable</i>	<i>Original sample (O)</i>	<i>Sample mean (M)</i>	<i>Standard deviation (STDEV)</i>	<i>T statistics</i>	<i>P values</i>	<i>Explanation</i>
X1 → Y	0.320	0.321	0.091	3.507	0.000	Significantly
X2 → Y	0.295	0.300	0.061	4.862	0.000	Significantly
X3 → Y	0.202	0.198	0.078	2.607	0.006	Significantly

Source: Primary Data, 2024

The table above shows the relationship between celebrity endorsers, product quality, brand image, and purchase decisions. It explains both significant and non-significant relationships, and here is how each variable impacts the purchase decision variable. The Influence of Celebrity Endorsers (X1) on Purchase Decisions (Y). The T-Statistic value of 3.507 and P-Value of 0.000 from Celebrity Endorsers to purchase decisions show a significant and meaningful influence. Since the T-statistic value exceeds 1.96 and the P-value is less than 0.05, it indicates a direct and significant effect of the celebrity endorsers variable on purchase decisions. Therefore, the hypothesis of a significant effect of variable X1 on purchase decisions is accepted. The Influence of Product Quality (X2) on Purchase Decisions (Y). The T-Statistic value of 4.862 and P-Value of 0.000 from Product Quality to purchase decisions indicate a significant and meaningful impact. Since the T-statistic value is greater than 1.96 and the P-value is less than 0.05, it shows a direct and meaningful influence from the product quality variable on the purchase decision. Thus, the hypothesis of a significant effect of variable X2 on purchase decisions is accepted. The Influence of Brand Image (X3) on Purchase Decisions (Y). The T-Statistic value of 2.607 and P-Value of 0.006 from Brand Image to purchase decisions show a significant and meaningful effect. Since the T-statistic value is greater than 1.96 and the P-value is less than 0.05, it indicates a direct and meaningful effect from the brand image variable to the purchase decision. Therefore, the hypothesis of a significant effect of variable X3 on purchase decisions is accepted.

3.2 Discussion

Table 8 shows that this study aims to examine the celebrity endorsers, quality products, and brand image on purchasing decisions on Azarine Cosmetic X Red Velvet Product in Denpasar City. This research formulates 3 hypotheses and analyzes them using the structural equation model method using SmartPLS 3.0. The results of the analysis show that the 3 hypotheses in this study are supported

The first hypothesis, based on the data processing results, it is shows that celebrity endorsers have a significant influence on purchasing decisions for Azarine Cosmetics in Denpasar City. Among the items in the celebrity endorsers variable, the statement “Azarine endorsers have a beautiful appearance” received the highest score compared to other items, with a loading factor value of 0.909. The cosmetics industry often uses celebrities with attractive looks as a strategy to attract attention and build trust in the product. The endorser's beautiful appearance is in line with consumers' expectations of cosmetic products, thus having a significant impact on their perception of Azarine. The field research findings support studies conducted by Ananta et al. (2022), Erdiansyah & Wijaya (2023), and Maulidya & Supriyono (2023), which state that celebrity endorsers have a significant influence on purchasing decisions. But in the research of Katiandagho & Hidayatullah (2023), which stated that celebrity endorsers do not have a significant influence on purchasing decisions.

The second hypothesis in this study data analysis results indicate a significant influence of product quality on the purchasing decisions for Azarine Cosmetics in Denpasar City. Among the items in the product quality variable, the statement “Azarine products have a long expiration

period” received the highest score compared to other items, with a loading factor value of 0.865. Consumers tend to associate long expiry periods with product safety and reliability. In the case of cosmetics, a long expiry period provides confidence that the product is safe to use for a period of time without the risk of side effects. This increases consumer confidence in the quality of Azarine products. This study's findings are supported by research conducted by Pranata & Vania (2022), Kridaningsih (2023), and Setiawati et al. (2023), which demonstrate that product quality has a significant influence on purchasing decisions. However, in the research of Pristiawan et al., (2022) which states that product quality does not have a significant effect on purchasing decisions.

The third hypothesis in this study data analysis results indicate that brand image significantly influences customer decisions to purchase Azarine Cosmetic products in Denpasar City. Among the items in the brand image variable, the statement “Azarine is endorsed by famous endorsers” received the highest score compared to other items, with a loading factor value of 0.964. Well-known endorsers help increase brand awareness, making it easier for consumers to recognize Azarine among competitors. This is especially important in the cosmetics industry, where competition is fierce. An endorsement from a well-known figure gives a brand additional competitiveness that reinforces its positive image. This study's findings are supported by research conducted by Elsalonica & Elpanso (2023), Rahmatika & Indayani (2022), and Rodiyah et al. (2022), which assert that brand image has a significant influence on purchasing decisions. But the study from Dwi et al. (2023) states that brand image does not have a significant influence on purchasing decisions.

4. CONCLUSION

The purpose of this study was to analyze the influence of celebrity endorsers, product quality, and brand image on the purchasing decisions of Azarine Cosmetics in Denpasar City. The conclusions of the study are as follows: 1) Celebrity endorsers have a positive and significant impact on the purchasing decisions of Azarine Cosmetics in Denpasar City. 2) Product quality has a positive and significant impact on the purchasing decisions of Azarine Cosmetics in Denpasar City. 3) Brand image has a positive and significant impact on the purchasing decisions of Azarine Cosmetics in Denpasar City. Considering that this study is not without its limitations, the author offers several evaluation criteria for future research. Here are the suggestions: 1) To meet future needs, this research should be revised to include more items and variables, as well as other relevant characteristics, to better address upcoming demands. 2) For future studies on similar topics, it is recommended that researchers use similar independent variables and consider incorporating variables that can mediate purchase decisions. 3) Researchers are encouraged to build upon this study by utilizing different methodologies, models, or analytical approaches.

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