



The Factors for Purchasing Skincare Products

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Article Information

Article History:

Received December 2021

Approved December 2021

Published December 2021

Keywords:

Purchase Decision,
Celebrity Endorser,
Sponsorship,
Product Quality

Abstract

The beauty industry in Indonesia is growing quite rapidly. This has resulted in increasingly fierce competition in the cosmetics and skincare business. This study aims to examine the effect of celebrity endorser, sponsorship, and product quality on purchasing decisions through buying interest in consumers of the Asa Beauty MS Glow store in Semarang. The populations in this study are customers or users of MS Glow. The sampling technique used is non-probability sampling with purposive sampling technique, obtained 100 samples, namely MS Glow users as respondents in this study. The data analyzed by quantitative method using path analysis through the IBM SPSS 24 software. The results showed that the celebrity endorser, sponsorship, and product quality variables have a positive and significant effect on purchasing decisions. Path analysis test results showed that buying interest is able to mediate celebrity endorser, sponsorship, and product quality, and also it has a positive and significant influence on purchasing decisions.

INTRODUCTION

In recent years, the beauty industry in Indonesia is growing quite rapidly. This has resulted in increasingly fierce competition in the cosmetics and skincare business. There are many beauty industries in Indonesia with various brands; one of them is MS Glow. MS Glow herself has now been separated in many different areas in Indonesia. One of them is the Asa Beauty MS Glow store in Semarang. MS Glow is expected having strategies to attract consumer buying interest so that consumers make purchasing decisions.

Purchasing decisions are raised because of buying interest. This is in line with previous research conducted by Kamilah and Wahyuati (2017) where the buying interest variable has a significant and positive influence on purchasing decisions. Various kinds of strategies are carried out by MS Glow to attract consumer buying interest including the existence of celebrity endor-

sers, sponsorships, and good product quality.

In attracting the attention of consumers, the uses of celebrities' service are often used in an advertisement to support the sale of a product. Their extraordinary charm and having a lot of fans are something that no one else had. Celebrities have inner beauty, charisma, and credibility, so the uses of celebrities' service are very important as a marketing tool Nuraini and Maftukhah (2015). This is in line with research conducted by Yulia (2019) where there is a significant influence between the celebrity endorser variable on purchasing decisions. However, previous research conducted by Tazkiyunnisa (2019) stated that the celebrity endorser variable has a negative effect on purchasing decisions.

In addition to using celebrity endorser services, the strategy used by providing sponsorship to activities and organizations can increase buying interest to encourage purchase decisions. As mention in previous research conducted by

Amalia and Shendy (2019), there is a very significant relationship between the attractiveness of sponsorship variables and purchasing decisions. However, research conducted by Sephapo (2017) states that sponsorship does not affect the purchase decision stage of the consumer's decision making process.

In the midst of good sponsorship, it is also necessary to pay attention to product quality in order to be able to compete with other businesses. Product quality can also influence purchasing decisions. Product design must go through the demands and expectations of consumers and be better than competitors so that it can increase product quality and market share. To improve product design, design staff must have the ability to improve the quality of the product (Permana, 2013) such as previous research conducted by Masruroh and Sudarwanto (2020) that product quality has a positive influence on purchasing decisions.

From 2017 to 2018, the sales at the Asa Beauty MS Glow Semarang store had increased by 19.9%. This percentage increase continued into 2019 with 24.4% increased. However, in 2020 it decreased by 6.1%. There was an increase in 2018 and a significant increase in 2019 after that a decline in sales occurred in 2020.

Hypotheses Development

Shimp (2003:460) defines celebrity endorser as using an artist as advertising stars in the media, ranging from print media, social media, and television media. In addition, celebrities are used because of their celebrity attributes including good looks, courage, talent, style, strength, and sexual attractiveness which often represent the attractiveness desired by the brands they advertise. This is supported by Evi Yulia (2019) which results in a significant influence between celebrity endorser variables on purchasing decisions for KF skincare products for economic architecture students at the Islamic University of Lamongan.

Based on the research above, the following hypotheses can be formulated:

H1: Celebrity endorser has a positive effect on purchasing decisions.

According to Shimp (2004) defines sponsorship as an aspect of marketing communication that is growing rapidly. Sponsorship activities include investing in events or activities aimed at achieving various company goals, especially increasing brand awareness, strengthening brand image, and increasing sales volume. Sponsorship

includes two activities, namely an exchange between the sponsor (such as a brand) and a party (such as a sporting event) where the main party is the latter receiving the fee and the sponsor obtaining the right to a pleasurable activity. The second is association marketing by sponsors. Both of these activities are necessary if sponsorship costs are a meaningful investment. This is supported by research conducted by Amalia and Shendy (2019), which obtained the results of the attractiveness of sponsors with the decision to purchase Sariayu cosmetic products showing a very significant relationship so that the hypothesis can be accepted. Based on the research above, the following hypotheses can be formulated:

H2: Sponsorship has a positive effect on purchasing decisions.

Purchasing a product, the first thing that consumers see is of course from the quality of the product, if the quality of a product is good, it will make a consumer without hesitation to make a purchase for the product, Masruroh and Sudarwanto (2020:717). This is supported by research conducted Ismayana and Hayati (2018) where the variable quality of the product received has a positive influence on purchasing decisions for Maybelline cosmetic products in Surabaya.

Based on the research above, the following hypotheses can be formulated:

H3: Product quality has a positive effect on purchasing decisions.

Puspayanti and Angelina (2015:25) define buying interest arises because of the individual's interest in the product of interest and accompanied by the ability to buy the product. This is supported by research conducted by Kamilah and Wahyuati (2017) where the interest variable has a positive effect on the purchasing decisions of Wardah consumers in Surabaya.

Based on the research above, the following hypotheses can be formulated:

H4: Buying interest has a positive effect on purchasing decisions.

Celebrity endorsers make someone influenced and compelled to buy products advertised by celebrities. So that someone has an interest in buying the product being advertised. Celebrities have an attraction that can attract the attention of consumers. According to Shimp (2003:460) celebrity is a character (actor, entertainer or athlete) who is known for his achievements in different fields from the product he supports, while Bruno

Hasson (2008:217) endorser is defined as a person who is involved in delivering the message, it can be directly or indirectly. This is supported by research conducted by Ramlawati and Lusyana (2020) where the celebrity endorser variable has positive and significant results on the interest in buying Wardah beauty products in the Maiwa branch of HPMM female students in Makassar.

Based on the research above, the following hypotheses can be formulated:

H5: Celebrity endorser has a positive effect on purchasing decisions through buying interest.

At first sponsorship was only seen as an advertising opportunity and as a form of corporate hospitality. At this time sponsorship has developed its implementation, the growing era makes sponsorship used to attract high attention to a brand Vitadiani and Mudiantono (2016:3). Sponsorship also has its own impact on consumer response, in other words consumers have a different response in responding to each attribute of the sponsorship. Through this sponsorship, consumers become more aware that the consumer's thoughts are generally measured by the consumer's assessment of the consumer's response to the message. The assumption is that these thoughts reflect the recipient's cognitive processes or responses and help in making the end acceptance or rejection of the message. The message will cause buying interest in consumers. This is supported by research conducted by Rinawati, Agung, and Anggraini (2018) showing that sponsorship has a significant effect on buying interest.

Based on the research above, the following hypotheses can be formulated:

H6: Sponsorship has a positive effect on purchasing decisions through buying interest.

Consumer perceptions of product quality will make preferences and attitudes which in turn will influence the decision to buy or not. If the characteristics become more attractive to all consumers, then the attractiveness of the product category increases to them and will increase the possibility that these consumers will adopt the renewal and make a purchase Ismayana & Hayati (2014). This is supported by the research of Mulyani, Zahara, and Santi (2015) where there is a simultaneous effect of product quality on the interest in repurchasing Wardah brand lipstick among female students at Tadulako Palu University.

Based on the research above, the following hypotheses can be formulated:

H7: Product quality has a positive effect on purchasing decisions through buying interest.

METHODS

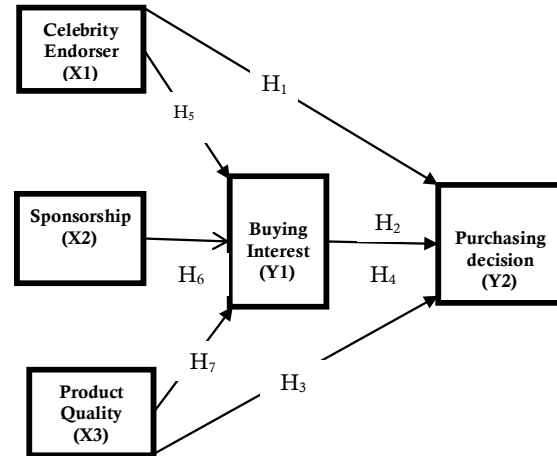


Figure 1. Research Model

The type of research used in this research was quantitative. Statistical analysis in this study used quantitative data analysis with the help of the IBM SPSS 24 software. The object of this research was the consumers of the Asa Beauty store, MS Glow, Semarang. The populations in this study were MS Glow consumers in Semarang. The number of population was unknown, so in this study using the Lemeshow formula Rahmadina (2015). Based on this formula, 100 samples were obtained as respondents, namely consumers of MS Glow at the Asa Beauty store, MS Glow, Semarang. The sampling technique in this study used a non-probability sampling technique with a purposive sampling method. The criteria for sampling MS Glow consumers, both men and women who have made a purchase at least once at the Asa Beauty store, MS Glow Semarang and domiciled in Semarang. The variables used in this study were independent, dependent, and intervening. There were three independent variables in this study, the first was celebrity endorser, and referring to the opinion of Shimp (2014) and Andriani (2017) the indicators used were trust, expertise, physical attractiveness, and respect similarity. The second was sponsorship referring to the opinion of Yapilando (2018) and Close et al. (2009) the indicators used were brand awareness, brand image, and sales volume. The third was product quality referring to the opinion of Ayegun et al. (2018) the indicators used were performance, conformance to specifications (con-

formance to specifications), durability, reliability, and accuracy of perceived quality. The dependent variable in this study was the purchase decision referring to the opinion of Swastha (2008) and Setiady (2017) the indicators used were problem recognition, information seeking, and alternative evaluation. The intervening variable used was buying interest, referring to the opinion of Ferdinand (2014). The indicators used were transactional interest, referential interest, preferential interest and exploratory interest. In this study, the data collection technique used a survey method with a questionnaire tool by providing a list of questions to MS Glow users. The questionnaire measurement method in this study used a Likert scale with a scale of 1 to 5 from very negative to very positive.

RESULTS AND DISCUSSION

Validity Test

The validity test was carried out using the product moment Karl Pearson correlation method by looking at the value of degree of freedom (df) = $n-2$ at a significance level of 95% ($\alpha=0.05$) for the test criteria $r_{\text{count}} > r_{\text{table}}$. In this case n is the number of samples, where the sample used is 32. Then the result (df) = $32 - 2 = 30$, with $\alpha = 0.05$, then the value for r table is 0.349. The following is a table of validity test results.

Table 1. Validity Test Results

Variable	Statement items	R-count	Information
Celebrity Endorser	Item 1	0.831	Valid
	Item 2	0.827	Valid
	Item 3	0.830	Valid
	Item 4	0.865	Valid
	Item 5	0.854	Valid
	Item 6	0.741	Valid
	Item 7	0.751	Valid
	Item 8	0.808	Valid
	Item 9	0.783	Valid
Sponsorship	Item 10	0.817	Valid
	Item 11	0.892	Valid
	Item 12	0.862	Valid
	Item 13	0.846	Valid
	Item 14	0.858	Valid

Product Quality	Item 15	0.861	Valid
	Item 16	0.910	Valid
	Item 17	0.824	Valid
	Item 18	0.837	Valid
	Item 19	0.837	Valid
	Item 20	0.852	Valid
	Item 21	0.844	Valid
	Item 22	0.904	Valid
	Item 23	0.945	Valid
Buy Interests	Item 24	0.876	Valid
	Item 25	0.766	Valid
	Item 26	0.872	Valid
	Item 27	0.875	Valid
	Item 28	0.855	Valid
	Item 29	0.932	Valid
	Item 30	0.789	Valid
	Item 31	0.866	Valid
	Item 32	0.884	Valid
Purchase Decision	Item 33	0.878	Valid
	Item 34	0.886	Valid
	Item 35	0.781	Valid
	Item 36	0.821	Valid
	Item 37	0.878	Valid
	Item 38	0.907	Valid
	Item 39	0.856	Valid

Based on the output of the validity test that was carried out using the IBM SPSS 24 software, the results were 39 items of questions which were declared valid.

Reliability Test

The reliability test is measured through the consistency of values or composite reliability by looking at the value of Cronbach's alpha, where the Cronbach's Alpha value cannot be negative and the calculation results must be greater than 0.7 (Basuki & Prawoto, 2016). The following is a table of reliability test results.

Table 2 Reliability Test Results

Variable	Cronbach's Alpha	Value Cronbach's Alpha	Information
Celebrity Endorser (X1)	0.70	0.935	Reliable
Sponsorship (X2)	0.70	0.908	Reliable
Product Quality (X3)	0.70	0.964	Reliable
Buying Interests (Y1)	0.70	0.947	Reliable
Purchase Decision (Y2)	0.70	0.940	Reliable

Based on the reliability test output conducted using IBM SPSS 22 software, the result is that each variable has a value greater than cronbach's Alpha criteria, so that all variables are declared reliable.

Data Analysis Prerequisite Test

This prerequisite test is conducted to determine whether the data analysis for hypothesis testing can be continued or not. The prerequisite tests for data analysis carried out in this study were the normality test, linearity test, heteroscedasticity test, and multicollinearity test.

Most	Absolute	0.05
Extreme	Positive	0.05
Differences	Negative	-0.05
Test Statistic		0.05
Asymp. Sig. (2-tailed)		0.20 ^{cd}
A. Test distribution is normal		
B. Calculated from data		
C. Lilliefors significance correction		
D. This a lower bound of true significance		

Based on the table above, the data shows that the normality test using the Kolmogorov Smirnov method can be seen through the residual value contained in the asymp. Sig. (2-tailed) of 0.200 which means > 0.05 , then the data is normally distributed.

Linearity Test

To find out the form of the relationship that occurs between the variables being studied, Machali (2017). The statistical value of the linearity test can be seen in the deviation from linearity column which is displayed in the table as follows:

Table 4 Linearity Test Result

			Sum of Squares	Df	Mean Square	F	Sig
Unstandardized Residual*	Between Groups	(combined)	268.22	98	2.74	0.61	0.80
		Linearity	0.00	1	0.00	0.00	1.00
		Deviation from linearity	268.22	97	2.77	0.61	0.80
Unstandardized Predicted Value	Within groups		4.50	1	4.50		
	Total		272.72	99			

Normality Test

The normality test used in this study was the Kolmogorov-Smirnov method with the help of the IBM SPSS 24 application, which is shown in the following table:

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov test		
Non-Standard Residual		
N		100.00
Normal Parameters ^{ab}	Mean	0.00
	Std. Deviation	1.66

Based on the table above, it shows that the linearity test by looking at the deviation from linearity is 0.795 which means > 0.05 . So the data is linearly related between the independent and dependent variables.

Heteroscedasticity test

To find out whether in the regression model there is an inequality or variance from the residuals of one observation to another (Ghozali, 2013:139). The method used in this study to detect heteroscedasticity is to use a scatterplot graph and the glejser method with the help of IBM SPSS 24 software, which is shown in the following table:

Table 5. Heteroscedasticity Test Result

Coefficients ^a						
Model	Unstandardized Coefficient		Standardized Coefficient		T	Sig
	B	Std Error		Beta		
(constatnt)	1.90	1.22			1.56	1.12
Celebrity Endorser	0.05	0.04	0.20		1.18	0.24
Sponsorship	0.07	0.08	0.14		0.84	0.41
Product Quality	-0.05	0.06	-0.18		-0.83	0.41
Buying Interest	-0.05	0.07	-0.15		-0.73	0.47
A. Dependent variable: abs_res						

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Based on the table above, it can be seen that the heteroscedasticity test with the Gljeser method can be seen through significant values, where all variables have a significant value > 0.05, so it can be concluded that all variables are free or there are no symptoms of heteroscedasticity.

Multicollinearity Test

To find the symptoms of multicollinearity, the variance inflation factor (VIF) method is used and with the help of the IBM SPSS 22 software, which is shown in the following table.

and test the effect of each independent variable on the dependent variable, as well as determine the influence and role of the intervening variable. Hypothesis testing in this study uses individual parameter significant tests (t test) and path analysis using statistical software, namely IBM SPSS 24.

Individual Parameter Significance Test (t Test)

The individual parameter significant test (t test) was used to test the research hypothesis, namely whether or not the influence of each independent variable was significant on the dependent

Table 6. Multicollinearity Test Result

Model	Coefficients ^a						
	Unstandardized Coefficient		Standardized Coefficient	T	Sig	Collinearity Statistic	
	B	Std Error	Beta			Tollerance	VIF
(constatnt)	-0.44	1.33		-0.33	0.75		
EWOM	0.10	0.90	0.08	1.02	0.31	0.38	2.67
Socmed Marketing	0.19	0.90	0.16	2.14	0.04	0.41	2.42
Celebrity Endorser	0.15	0.06	0.16	2.29	0.02	0.51	1.96
Buying Interest	0.58	0.08	0.59	7.29	0.00	0.36	2.78
A. Dependent variable: Buying Decision							

A. Dependent variable: Buying Decision

Based on the table above, the data shows that the values of vif and tolerance are contained in the collinearity statistics column, where all variables have a value of vif < 10 and a tolerance value of > 0.1, so it can be concluded that all independent variables are free or there are no symptoms of multicollinearity.

Hypothesis Testing

Hypothesis testing is needed to partially test the significance of the regression coefficients

variable. The value used is the calculated t value. Therefore, hypothesis testing is done by comparing the value of = 0.05 which is selected by the sig value or the listed probability value. If the value of sig < 0.05, then the hypothesis is accepted, namely the regression coefficient is significant. This means that the independent variables have a significant influence on the research variables. The individual parameter significant test (t test) was carried out with the help of the IBM SPSS 24 software, which is shown in the following table.

Table 7. Individual Parameter Significant Test Result

Coefficients ^a					
Model	Unstandardized Coefficient		Standardized Coefficient	T	Sig
	B	Std Error	Beta		
(constatnt)	-0.64	2.16		-0.30	0.77
Celebrity Endorser	0.09	0.07	0.16	1.21	0.23
Sponsorship	0.46	0.14	0.31	3.17	0.00
Product Quality	-0.05	0.09	0.45	4.28	0.00
A. Dependent variable: abs_res					

Based on the table above, the data shows that the significance value of celebrity endorser is 0.230, which means > 0.05 . From these data, it can be concluded that celebrity endorser has no significant effect on purchasing decisions. Therefore, the first hypothesis (h1) which states that celebrity endorsers have a positive and significant effect on purchasing decisions is rejected. Based on the table above, the data shows that the significance value of sponsorship is 0.002, which means < 0.05 . From these data, it can be concluded that sponsorship has a significant effect on purchasing decisions. Therefore, the third hypothesis (h2) which states that sponsorship has a positive and significant effect on purchasing decisions is accepted. Based on the table above, the data shows that the significance value of product quality is 0.000, which means < 0.05 . From these data, it can be concluded that product

quality has a significant effect on purchasing decisions. Therefore, the fifth hypothesis (h3) which states that product quality has a positive and significant effect on purchasing decisions is accepted.

Path Analysis Test (Path Analysis)

Path analysis is used to explain the effect of the direct and indirect relationship of a set of independent variables with a set of dependent variables. The regression equation in this study is as follows:

$$Y1 = -0.001 + 0.147 X1 + 0.296 X2 + 0.510 X3 + 0.238$$

$$Y2 = -0.639 + 0.026 X1 + 0.332 X2 + 0.183 X3 + 0.419 Y1 + 0.295$$

From the above equation, the following results are obtained:

Table 8. Path Analysis Result

No	Variable	Effect	Buyng Interest (Y1)	Purchasing Decision (Y2)	Information
1.	Celebrity Endorser	Direct	0.147	0.026	0.087 > 0.026 Mediated
		Indirect	-	0.061	
		Total	-	0.087	
2.	Sponsorship	Direct	0.296	0.332	0.456 > 0.332 Mediated
		Indirect	-	0.124	
		Total	-	0.456	
3.	Product Quality	Direct	0.510	0.183	0.396 > 0.183 Mediated
		Indirect	-	0.213	
		Total	-	0.396	
4.	Buying Interest	Direct	-	0.419	-
		Total	-	-	

Based on table 9 above, the following results can be obtained: The direct influence of the celebrity endorser variable on purchasing decisions is 0.026 and the indirect effect is 0.061, while the path coefficient of celebrity endorser influence on purchasing decisions through buying interest is 0.087. So, it can be said that buying interest mediates the influence of celebrity endorsers on purchasing decisions.

The direct influence of the sponsorship variable on purchasing decisions is 0.332 and the indirect effect is 0.124, while the path coefficient of the influence of sponsorship on purchasing decisions through buying interest is 0.456, which means it is greater than the direct effect. So, it can be said that buying interest mediates the influence of sponsorship on purchasing decisions.

The direct effect of product quality variable on purchasing decisions is 0.183 and the indirect effect is 0.213, while the path coefficient of the influence of product quality on purchasing decisions through buying interest is 0.396, which means it is greater than the direct effect. So, it can be said that buying interest mediates the effect of product quality on purchasing decisions.

The direct effect of buying interest on purchasing decisions is 0.419.

CONCLUSION AND RECOMMENDATION

Celebrity endorsers have no significant effect on purchasing decisions. Consumers shop at the Asa Beauty MS glow store not based on celebrity endorsers, but because of other factors. Sponsorship has a positive and significant effect on purchasing decisions. That is, the more the use of sponsorship is made, the more influence is given to making purchasing decisions. Product quality has a positive and significant effect on purchasing decisions. That is, the better the quality of the product provided, the more it will influence the purchase decision. Purchase intention has a positive and significant effect on purchasing decisions at the Asa Beauty store, MS glow. That is, the higher the buying interest, the more it will influence the purchase decision. Celebrity endorsers have a significant effect on purchasing decisions through buying interest. That is, buying interest is able to mediate the influence of celebrity endorsers on purchasing decisions, where the better the use of celebrity endorsers will encourage their buying interest, so that it can influence the purchasing decision process. Sponsorship affects purchasing decisions through buying interest. This means that buying interest is able to me-

diates the influence of sponsorship on purchasing decisions, where the better the use of sponsorship will encourage their buying interest, so that it can influence the purchasing decision process. Product quality has a significant effect on purchasing decisions through buying interest. That is, buying interest is able to mediate the influence of product quality on purchasing decisions, where the better the quality of the product provided, the more interest in buying them will be, so that it can influence the purchasing decision process.

In this study, there are still limitations regarding the lack of references related to the celebrity endorser variable as an independent variable. It is hoped that further research can examine more sources or references related to celebrity endorsers. In addition, it is hoped that in future research to add other independent variables that have not been studied in order to be able to explain more clearly about the influence of purchasing decisions, because there are still other variables outside of this study that can influence purchasing decisions or influence buying interest.

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