



The Influence of Seventeen's Brand Ambassador and Brand Image on the Purchase Decision of Indomilk 'Your Way' Products Among Fans (Carat Surabaya)

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Abstract: The Korean Wave phenomenon encourages companies to utilize K-pop idols as brand ambassadors to strengthen brand image and increase consumer purchasing decisions. One of these strategies is realized through the collaboration of Indomilk Your Way Korean Series with SEVENTEEN as brand ambassadors. This study aims to analyze the influence of brand ambassadors and brand image on purchasing decisions of Indomilk Your Way Korean Series products among SEVENTEEN fans (CARAT) in Surabaya. The study used a quantitative approach with an explanatory method. The study population was 4,501 members of the CARAT Surabaya community on the Instagram account @carat_surabaya, with a sample of 98 respondents selected using a purposive sampling technique based on the Slovin formula. The research instrument was a four-level Likert scale questionnaire. Data analysis was carried out using validity tests, reliability tests, normality tests, multicollinearity tests, multiple linear regression, t-tests, F-tests, and coefficients of determination with the help of IBM SPSS. The results showed that brand ambassadors had a positive and significant effect on purchasing decisions, while brand image had a significant effect with a negative relationship. Simultaneously, both variables have a significant effect on purchasing decisions with an R^2 value of 0.377. The conclusion of the study confirms that the use of credible brand ambassadors is more dominant in influencing purchasing decisions than brand image in the CARAT Surabaya community.

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Introduction

The Hallyu Wave phenomenon, or K-pop culture, has become a global trend that impacts various aspects of life, including marketing in Indonesia. K-pop's popularity is fueled by the development of social media, digital platforms, and various activities such as fan meetings, concerts, and Weverse, which strengthen the emotional connection between idols and their fans. This fosters fan loyalty, particularly among millennials and Generation Z, which is often expressed through purchasing products promoted by their favorite idols.

Seeing this phenomenon, many companies are using K-pop idols as brand ambassadors to increase product appeal and strengthen brand image. One example is Indomilk's collaboration with SEVENTEEN. SEVENTEEN is highly popular among CARATs, while Indomilk is one of the milk brands in the top three at the 2023 Top Brand Awards. This collaboration serves as a marketing strategy to increase brand competitiveness amidst industry competition.

Indomilk then launched the Your Way Korean Series with various Korean flavors and appointed S.Coups, Wonwoo, and Vernon from SEVENTEEN as brand ambassadors. The product launch was also supported by the Wave Here event on December 17, which provided an opportunity for fans to interact directly with idols, hopefully strengthening the emotional connection between the brand and consumers.

According to Goodstats.id data, Indonesia is the country with the largest number of K-pop fans. This indicates that using K-pop idols as brand ambassadors has significant potential to influence purchasing decisions. However, SEVENTEEN's high popularity does not necessarily translate into consumer purchasing decisions, so it is necessary to examine the influence of brand ambassadors and brand image on purchasing decisions for Indomilk Your Way products.

This research focuses on the CARAT community in Surabaya because SEVENTEEN's popularity can differ from region to region. Differences in fan characteristics can lead to variations in purchasing decisions for products promoted by SEVENTEEN, so the relationship between brand ambassadors, brand image, and purchasing decisions requires specific analysis.

Based on this phenomenon, this study aims to analyze the influence of SEVENTEEN's brand ambassador and brand image on purchasing decisions for Indomilk Your Way products on CARATs in Surabaya, both partially and simultaneously. This study is important to provide an overview of the effectiveness of K-pop idol-based marketing strategies. The novelty of the study lies in the focus of the study on Indomilk's collaboration with three SEVENTEEN members, namely S.Coups, Wonwoo, and Vernon, in the CARAT community in Surabaya.

Research Methods

This study uses a quantitative approach with an explanatory research method to examine the influence of brand ambassadors and brand image on purchasing decisions for Indomilk Your Way Korean Series products among SEVENTEEN (CARAT) fans in Surabaya. The quantitative approach was chosen because the study focuses on measuring the relationship between variables using numerical data analyzed through statistical procedures. The independent variables in this study consist of brand ambassadors (X1) and brand image (X2), while the dependent variable is purchasing decisions (Y).



The research instrument used a questionnaire compiled based on the indicators of each research variable. The brand ambassador variable was measured through five indicators, namely expertise, trustworthiness, attractiveness, respect, and similarity. The brand image variable was measured through indicators of company image, product image, and user image, while the purchasing decision variable was measured through indicators of product choice, brand choice, distributor choice, purchase time, purchase amount, and payment method. Primary data collection was conducted by distributing an online questionnaire using Google Form to members of the CARAT Surabaya community via the Instagram account @carat_surabaya. All statements were measured using a four-level Likert scale, namely Strongly Disagree, Disagree, Agree, and Strongly Agree. In addition to primary data, the study also utilized secondary data derived from documents, journals, books, and CARAT Surabaya community data as explained by Sugiyono in Rizki Putrawansyah (2024) and Sugiyono in Fitria Nur Hakiki (2024).

The research population was all members of the CARAT Surabaya community on the Instagram account @carat_surabaya, totaling 4,501 followers. The sample determination was carried out using the Slovin formula with an error rate of 10 percent, resulting in 98 respondents. The sampling technique used nonprobability sampling with a purposive sampling method, namely respondents were selected based on certain criteria, including men and women aged 18 to 35 years, are SEVENTEEN fans who are members of the CARAT Surabaya community, and have purchased Indomilk Your Way Korean Series products. References regarding the population and sample refer to Sugiyono in Rizki Putrawansyah (2024) and Sugiyono in Fitria Nur Hakiki (2024).

The research procedure begins with the preparation of a research proposal, followed by data collection by distributing questionnaires to respondents who meet the research criteria, then data processing and analysis are carried out using IBM SPSS software. Data analysis begins with a validity test referring to Ghozali in Annisa (2025), followed by a reliability test using Cronbach Alpha based on Imam Ghozali in Elisa (2019). Next, a classical assumption test is carried out which includes a normality test using One Sample Kolmogorov Smirnov and a multicollinearity test referring to Ghozali in Annisa (2025) and Ghozali in Hafiz (2023). Hypothesis testing was conducted using multiple linear regression analysis, t-test to determine partial effects, F-test to test simultaneous effects, and coefficient of determination (R^2) to determine the extent of the independent variable's ability to explain the dependent variable as explained by Ghozali in Annisa (2025), Imam Ghozali in Elisa (2019), Sugiyono in Annisa (2025), Ghozali in Fitri Andina (2022), and Ghozali in Denny Aditya et al. (2022).

Results and Discussion

Respondent Description

Table 1 Respondent Characteristics Referring to Gender

Gender	Amount	Percentage (%)
Man	2	2.04%
Woman	96	97.96%
Total	98	100.00%

Based on gender, the majority of respondents were female (96 people) (97.96%), while 2 respondents were male (2.04%). This indicates that Indomilk Your Way products are more popular among SEVENTEEN's female fans.

Table 2 Respondent Characteristics Referring to Age

AGE	Amount	Percentage (%)
18-23	54	55.10%
24-29	40	40.82%
30-35	4	4.08%
Total	98	100.00%

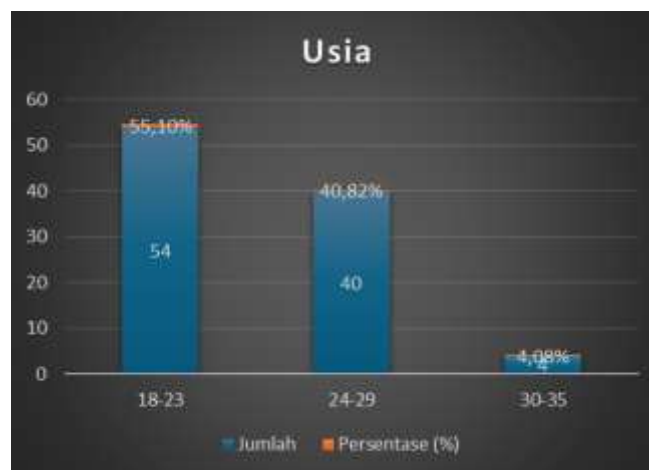


Figure 1 Respondent Characteristics in Chart Form

Based on age characteristics, the majority of respondents were aged 18–23 years (54 people) (55.10%), followed by 40 people aged 24–29 years (40.82%), and 4 people aged 30–35 years (4.08%). These results indicate that Indomilk Your Way products are more in demand by young CARAT fans who tend to be interested in product trends and innovations.

Respondent Perception Profile

1. Respondents' Perception of the Brand Ambassador Variable (X1)

Based on the majority of respondents who strongly agreed and agreed with all brand ambassador indicators, namely expertise, trustworthiness, attractiveness, respect, and similarity, these results indicate that SEVENTEEN is considered capable of carrying out its role as Indomilk Your Way brand ambassador well and building a positive perception among CARAT Surabaya.

2. Respondents' Perception of the Brand Image Variable (X2)

The majority of respondents strongly agreed or agreed with the brand image indicators, including company image, product image, and user image. This indicates that Indomilk has successfully built a positive brand image among CARAT Surabaya consumers, although evaluation is still needed on several indicators that received less than optimal responses.

3. Respondents' Perceptions of Purchase Decision Variables (Y)

Based on the majority of respondents who strongly agreed and agreed with all purchasing decision indicators, namely product choice, brand choice, distributor choice, purchase time, purchase amount, and payment method. These results indicate that Indomilk's brand ambassadors and brand image are able to drive purchasing decisions for Your Way products, although several indicators still received less favorable responses and require company attention.

Quantitative Analysis

Table 3 Validity Test Results

Variables	Code	Correlation (r count)	r Table	Description
<i>Brand Ambassador(X1)</i>	X1.1.1	4,162365	0.1986	Valid
	X1.1.2	5,260052	0.1986	Valid
	X1.2.1	4.04996	0.1986	Valid
	X1.2.2	3.471899	0.1986	Valid
	X1.3.1	2,188593	0.1986	Valid
	X1.3.2	1.865119	0.1986	Valid
	X1.4.1	5,188749	0.1986	Valid
	X1.4.2	4,365718	0.1986	Valid
	X1.5.1	2.968996	0.1986	Valid
	X1.5.2	4.896055	0.1986	Valid
<i>Brand Image(X2)</i>	X2.1.1	1,557596	0.1986	Valid
	X2.1.2	2.659984	0.1986	Valid
	X2.2.1	4,534472	0.1986	Valid
	X2.2.2	4.841485	0.1986	Valid
	X2.3.1	4.679904	0.1986	Valid
	X2.3.2	6.027968	0.1986	Valid
<i>Purchase Decision (Y)</i>	Y1.1	6.726843	0.1986	Valid
	Y1.2	4,800794	0.1986	Valid
	Y2.1	7.742443	0.1986	Valid
	Y2.2	6,503112	0.1986	Valid
	Y3.1	5.44855	0.1986	Valid
	Y3.2	3,577742	0.1986	Valid
	Y4.1	5.626744	0.1986	Valid
	Y4.2	7,601922	0.1986	Valid
	Y5.1	8,269861	0.1986	Valid
	Y5.2	7,386851	0.1986	Valid
	Y6.1	3.684703	0.1986	Valid
	Y6.2	3.975776	0.1986	Valid

Referring to the previous table, it is proven that all statement items have a correlation value with a score $\geq$ r table (0.1986). It can be concluded that all points in the instrument are proven valid.

Table 4 Reliability Test Results

VARIABLES	Number of Statements	CRONBACH'S ALPHA VALUE	CRITICAL POINT	RESULTS
X1	10	0.699	>0.6	RELIABLE
X2	6	0.643	>0.6	RELIABLE
Y	12	0.844	>0.6	RELIABLE

The table shows that the Cronbach's Alpha scores for X1, X2, and Y are 0.699, 0.643, and 0.844, respectively. These values exceed the critical point of 0.60, thus demonstrating very high reliability.

Classical Assumption Test Results

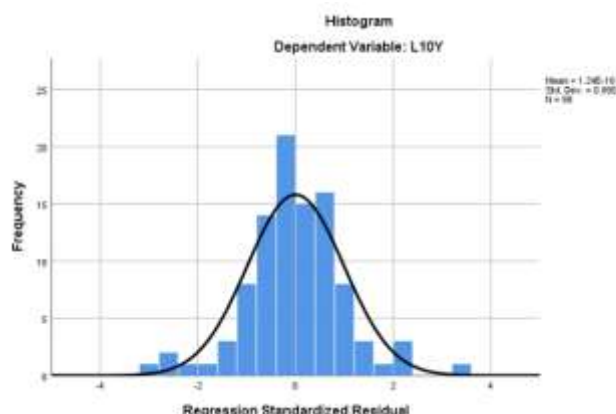


Figure 2 Residual Histogram

Referring to Figure 2, we obtain a bell-shaped histogram with no skew to the left or right, indicating that the research data has a normal distribution.

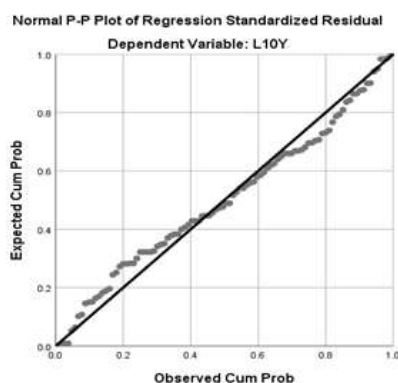


Figure 3 Normal Probability Plot

Referring to Figure 3, the probability plot shows data widely distributed around the diagonal line, with no data spreading up or down, and the plot forms a diagonal line. It can be concluded that the research data is normal, as demonstrated by the normality test using a histogram.

Table 5 Normality Test (Kolmogorov-Smirnov)

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		98
Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	.19918797
Most Extreme Differences	Absolute	.087
	Positive	.077
	Negative	-.087
Test Statistics		.087
Asymp. Sig. (2-tailed) ^c		.068
Monte Carlo Sig. (2-	Sig.	.068

One-Sample Kolmogorov-Smirnov Test

tailed)d	99% Confidence Interval	Lower Bound	.062
		Upper Bound	.075

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

In the previous table, the Asymp. Sig. (2-tailed) score was 0.068. This score proves that the Asymp. Sig. (2-tailed) exceeds 0.05, which later concluded that the normality test of the three methods showed that the study data was normally distributed. Therefore, the assumption of normality in this study was sufficient.

Table 6 Multicollinearity Test

Coefficientsa								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,864	.231		8,058	.000		
	Brand Ambassador	.242	.084	.252	2,896	.005	.867	1,153
	Brand Image	-.057	.010	-.476	-5,475	.000	.867	1,153

Based on Table 6, it can be seen that the tolerance score for both variables is 0.867 (> 0.10) and the VIF score is 1.153 (< 10). It can be concluded that no multicollinearity problems were found between the independent variables in the regression model used.

Multiple Regression Test Results

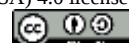
Table 7 Multiple Regression Test Results

Coefficientsa								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,864	.231		8,058	.000		
	Brand Ambassador	.242	.084	.252	2,896	.005	.867	1,153
	Brand Image	-.057	.010	-.476	-5,475	.000	.867	1,153

Referring to the previous table, the multiple linear regression equation score can be seen as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

$$Y = 1.864 + 0.242X_1 + (-0.057 X_2) + e$$



The description of the regression equation is:

1. The constant score of 1.864 shows that if the brand ambassador (X1) and brand image (X2) variables have a value of 0, then the purchasing decision score (Y) is 1.864.
2. Each increase in the brand ambassador score (X1) by 1 unit will also increase the purchasing decision (Y) by 0.242.
3. For every 1 unit increase in the score on the brand image variable (X2), the purchasing decision (Y) will decrease by 0.057.

Hypothesis Test Results

Table 8 Partial Test Results (t-Test)

Coefficients ^a								
		Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
Model		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1,864	,231		8,058	,000		
	Brand Ambassador	,242	,084	,252	2,896	,005	,867	1,153
	Brand Image	-,057	,010	-,476	-5,475	,000	,867	1,153

Based on the results of the t-test, the following conclusions were obtained.

1. Hypothesis 1 (H1)

The brand ambassador variable (X1) has a significant effect on purchasing decisions (Y). The test results show a calculated t value of 2.896 > t table = 1.98525 with a significance of 0.005 < 0.05, so H1 is accepted. This shows that brand ambassadors are partially able to increase purchasing decisions for Indomilk Your Way products.

2. Hypothesis 2 (H2)

The brand image variable (X2) also has a significant effect on purchasing decisions (Y) with a calculated t value = -5.475 > t table = 1.98525 (based on absolute value) and a significance of 0.000 < 0.05, so H2 is accepted. The negative regression coefficient indicates that brand image has a significant but opposite influence on purchasing decisions. This condition is suspected because the influence of brand ambassadors is more dominant in influencing purchasing decisions on respondents who are mostly SEVENTEEN (CARAT Surabaya) fans.

Table 9 Results of f Test

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2,332	2	1,166	28,780	,000b
	Residual	3,849	95	,041		
	Total	6,180	97			

a. Dependent Variable: Purchasing Decision

b. Predictors: (Constant), Brand Image, Brand Ambassador

The ANOVA results show an F-value of 28.780 > F-table of 3.09 with a significance value of 0.000 < 0.05. Therefore, the regression model is feasible, and brand ambassador and brand image simultaneously have a significant effect on purchase decisions.

Table 10 Results of the Determination Coefficient (R²) Test

Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,614a	,377	,364	,20127

a. Predictors: (Constant), Brand Image, Brand Ambassador

b. Dependent Variable: Purchase Decision

The magnitude of the independent variable's ability to explain changes in the dependent variable can be seen from the correlation coefficient R of 0.614 and the R² (R square) value which in the table above is recorded at 0.377. This score shows that the variation in purchasing decisions (Y)

can be explained simultaneously by brand ambassadors (X1) and brand image (X2) by 37.7%, while the remaining 62.3% is influenced by other factors not included in this study. This finding proves that the level of correlation between the two independent variables with the dependent variable is relatively strong, indicated by a greater R value between 0 - 1.

Discussion

1. The Influence of Brand Ambassadors on Purchasing Decisions of Indomilk 'Your Way' Series Products Among Fans (CARAT Surabaya)

The Brand Ambassador's impact on purchasing decisions for Indomilk 'Your Way' products among fans (CARAT Surabaya) is significant. This is proven by the data presented, including:

- Respondents' perceptions of brand ambassadors were largely positive. The statement indicator for the brand ambassador variable received a high response rate, specifically the respect indicator, with 91 strongly agree responses.
- The validity test results for the brand ambassador variable show that all statement items have a correlation score with a total r table of 0.1986. Therefore, all items in the brand ambassador instrument are declared valid, with the highest correlation in the expertise indicator at 5.260052.
- The Cronbach's Alpha score for the brand ambassador variable was 0.699, exceeding the 0.60 threshold, indicating very high reliability, and all instrument items in the brand ambassador variable were proven to be reliable.
- The results of the multiple linear regression test obtained a regression coefficient score for the brand ambassador variable (X1) of 0.242. These results indicate that for every one-unit increase in brand ambassadorship, assuming other variables remain constant, purchasing decisions (Y) will also increase by 0.242.
- The partial test (t-test) yielded a t-count score of 2.896 > t-table 1.98525, and a significance score of 0.005 < 0.05. Therefore, the brand ambassador variable partially has a significant impact on the purchasing decision variable.

The findings of this study are in line with the research of Annisa Nur Fadilah (2025) entitled "The Influence of Brand Ambassadors and Brand Image on Purchase Decisions of Click Toothpaste on NCT 127 Fans" whose results are the same as this study, which shows that brand ambassadors have a significant impact on purchasing decisions.

2. The Influence of Brand Image on Purchasing Decisions of Indomilk 'Your Way' Series Products Among Fans (CARAT Surabaya)

The impact of brand image on purchasing decisions for Indomilk 'Your Way' products among fans (CARAT Surabaya) is significant. This is proven by the data presented, including:

- Respondents' perceptions of brand image were largely in agreement. The statement indicators for the brand image variable received a positive response, with 67 respondents strongly agreeing with the corporate image indicators.
- The validity test results for the brand image variable show that all statement items have a correlation with a total r table of 0.1986. Therefore, all items in the brand

image instrument are declared valid, with the highest correlation in the user image indicator at 6.027968.

- c. The results of the reliability test on the brand image variable showed a Cronbach's Alpha score of 0.643. This score exceeds the threshold of 0.60, indicating very high reliability, and all instrument items in the brand image variable were proven reliable.
- d. The results of the multiple linear regression test obtained a regression coefficient score for the brand image variable (X2) of -0.057. These results indicate that for every 1 unit increase in brand image, assuming other variables remain constant, the purchasing decision (Y) will experience a decrease of 0.057.
- e. The partial test (t-test) yielded a t-count score of 5.475 > t-table 1.98525, and a significance score of 0.000 < 0.05. Therefore, the brand image variable partially has a significant impact on the purchasing decision variable.

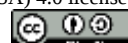
The findings of this research study are in line with the research of Arianty, N., & Andira, A. (2021) entitled "The Influence of Brand Image and Brand Awareness on Purchasing Decisions for LTD Helmet Products" whose results are the same as this study, which shows that brand image has a significant impact on purchasing decisions.

3. The Influence of Brand Ambassador and Brand Image on Purchasing Decisions of Indomilk 'Your Way' Series Products Among Fans (CARAT Surabaya)

The influence of Brand Ambassador and Brand Image on the purchasing decisions of Indomilk 'Your Way' products among fans (CARAT Surabaya) is simultaneously influential. This is proven by the presentation of data, including:

- a. Respondents' perceptions of purchasing decisions were largely in agreement. The statement indicators for the purchasing decision variable received a positive response, particularly for the payment method indicator, with 67 strongly agreeing responses.
- b. The validity test results for the purchasing decision variable show that all statement items have a correlation score with a total r table of 0.1986. Therefore, all items in the purchasing decision instrument are declared valid, with the highest correlation in the purchase amount indicator at 8.269861.
- c. The results of the reliability test on the purchasing decision variable showed a Cronbach's Alpha value of 0.844. This value exceeds the threshold of 0.60, indicating very high reliability, and all instrument items in the purchasing decision variable are considered reliable.
- d. The results of the determination coefficient (R²) test, the analysis of independent variables on the dependent variable proves that the determination coefficient (R²) is 0.377. This shows that the level of correlation between the brand ambassador variable (X1) and the brand image variable (X2) for the purchasing decision variable (Y) is strong.
- e. The results of statistical testing (f-test) obtained a calculated f-score of 28,780 > f-table 3.09 and a probability score of 0.000 ≤ 0.05. Therefore, the regression model is proven to be feasible and can be used to predict purchasing decisions, and it can be said that brand ambassadors and brand image simultaneously have a significant impact on purchasing decisions.

A study conducted by Amelia Ghadanu, Ani Muwarni, and Ade Indah (2022) showed that brand ambassadors and brand image simultaneously impact purchasing



decisions on the Shopee platform. These findings align with this study, which found that brand ambassadors and brand image influence purchasing decisions for Indomilk 'Your Way' products among fans, particularly CARAT Surabaya. Therefore, the company needs to improve its marketing strategy and innovate in various aspects, including building and maintaining trust in its brand image and selecting the right brand ambassadors to maintain positive brand image and increase consumer trust.

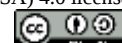
Conclusion and Recommendation

The results of the study indicate that brand ambassadors and brand image have a significant influence on purchasing decisions for Indomilk Your Way Korean Series products among SEVENTEEN (CARAT) fans in Surabaya. Partially, brand ambassadors have a positive and significant influence on purchasing decisions, indicating that credibility, attractiveness, expertise, respect, and similarity possessed by SEVENTEEN are able to encourage consumers to purchase products. Meanwhile, brand image also has a significant influence, but has a negative direction of relationship, indicating that respondents' purchasing decisions are more dominated by the influence of brand ambassadors than perceptions of brand image. Simultaneously, both variables are able to explain variations in purchasing decisions so that marketing strategies that combine the use of brand ambassadors with strengthening brand image are proven to contribute to consumer purchasing decisions.

This study has limitations because it only involved respondents from the CARAT community in Surabaya, so the results cannot be generalized to all Indomilk consumers or other regions. Furthermore, the study only used two independent variables: brand ambassador and brand image, meaning there are still other factors that could potentially influence purchasing decisions. Therefore, future research is recommended to expand the research area, increase the number of respondents, and include other relevant variables to produce more comprehensive findings. Practically, the results of this study can be used as a consideration for Indomilk to maintain the use of brand ambassadors with high credibility and continue to strengthen its brand image through product innovation and promotional strategies that suit the characteristics of young consumers, especially K-pop fans.

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