

The Influence Of Advertising, Brand Image And Product Quality On Purchasing Interest In Scarlett Products In Batam City

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Abstrack

Competition in the business world will create many new opportunities in the business world. One form of competition in the business world is in everyday life, namely advertising for each product on several social media as well as print and electronic media where very significant progress can be seen. All companies are required to create relevant priorities in facing competition in the business world. The method used in this research is a descriptive research method, which describes and explains each objective in the influence of advertising, brand image and product quality on purchasing interest in Scarlett products. Descriptive research is research that aims to create a description with a systematic, realistic and accurate picture of the events, nature and relationships between the phenomena studied. The results obtained are Cronbach alpha values for the advertising variable, namely 0.629, brand image, namely 0.679, product quality, namely 0.760, and Buying interest is 0.665. So it was concluded that all variables had good reliability. Exact value results were obtained. Sig. (2-tailed) is 0.069 0.05 so it can be concluded that the data is normally distributed. The VIF of the advertising variable is 3,175 0.1, the VIF value of the brand image variable is 5,196 0.10 and the VIF value of product quality is 2,264 0.10. The significance value of the advertising creativity variable is 0.088 0.05. The significance value of the brand image variable is 0.98 - 0.05. The significant value of the product quality variable is 0.176 0.05. It can be concluded that advertising, Brand Image and Product Quality have a positive and significant effect on buying interest in Scarlett products in Batam City.

Keywords: Advertising, Brand Image, Product Quality, Purchase Interest

Introduction

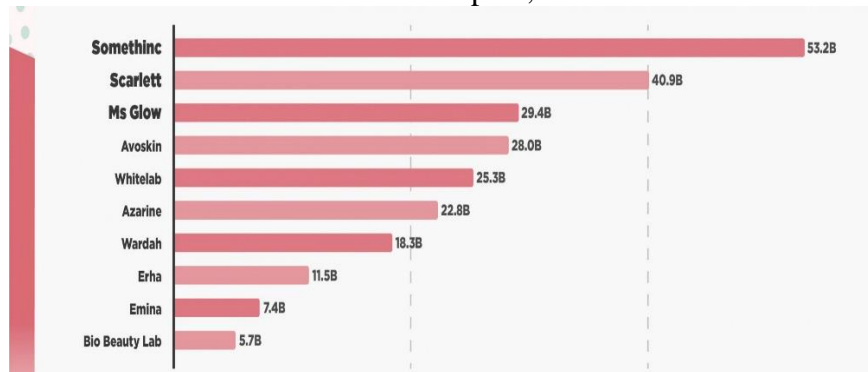
In this increasingly advanced era, we can see that competition in the business world is progressing and getting tougher. Competition in the business world will create many new opportunities in the business world. An example of a form of competition in the business world is in everyday life, namely advertising for each product on several social media as well as print and electronic media where very significant progress can be seen. All companies are required to create relevant priorities in facing competition in the business world. If more and more businesses are established and developing, this is an impact because there are different levels of human will.

The beauty industry is very competitive, and every brand beauty has many creative ways to offer products, especially treatments skin or commonly known as skincare (Nabilah & Anggrainie, 2022). Consumers' desire to buy a product really depends on the strategy carried out by the company in offering the product. Because by carrying out promotions, maintaining brand image and prioritizing product quality, you can increase the company's efforts to increase purchasing interest. Purchase interest is a stage where consumers are interested in a product preference and purchase arises after the consumer's perceptions and feelings for a particular product (Bina et al., n.d.)

Scarlett is a local company that produces beauty products or often called Skincare. Scarlett itself has been around for six years, where it can be said that this company is still new but this product already has a lot of consumers. This company was founded by Felicya Angelista, a famous actress in Indonesia and already has BPOM. This brand has many variants of body care products that can be used from head to toe, namely body lotion, scrub, shampoo & conditioner, body wash, body serum and various types of facial care. Many local brands have emerged, but Scarlett has become one of the most popular and well-known products, plus the many new products released by Scarlett have made it a well-known brand. This can be seen from the picture below:

Picture 1 Brand Skincare Local Terlaris di Indonesia

Sumber: Compass, 2022



It can be seen that Scarlett is in second place as the best-selling product on the market. Scarlett has 40.98% market share. This is because Scarlett always reviews and is creative in producing products of high quality. Scarlett's strategy is very good by displaying very interesting promotions on social media. Scarlett's advertising is very intensive. Apart from local artists, Scarlett also collaborates with artists from abroad to create interest from buyers. The success of an advertisement cannot be separated from the message of the advertising star in promoting a product brand, especially if the advertisement is broadcast via television media (Dhaefina et al., 2021).

Purchase Intention is something related to consumers' plans to buy certain products/services, as well as how many units of product/service are needed in a certain period (Ahmad et al., 2020). Advertising is one strategy that can be implemented by a company to achieve

its goals and maintain its business. Advertising is a marketing communication strategy aimed at a target market to generate buying interest in the advertised product (Tangka et al., 2022) In essence, advertising really helps companies showcase their products of the public. Apart from that, advertisements must be displayed as attractively as possible, in order to increase people's interest in buying the product.

Theoretical Basis

Advertisement

Menurut (Zullaihah et al., n.d.) Advertising is any form of presentation by paying someone for the non-personal promotion of ideas, goods or services in a clear manner, where the purpose of advertising is:

1. To attract consumer interest
2. Can arouse desire
3. Create an action

(Sumaa et al., 2021) defines advertising as an indirect, based persuasion process on information about the advantages of a product that is arranged in such a way that it creates a taste fun that will change people's minds to take action or purchase so that they comply what the author means by advertising attractiveness is the attractiveness of advertising made by a person or group people to influence and direct other people's thoughts towards a certain goal, such as a message in an advertisement by using certain media.

According to Kotler (2013), advertising indicators are as follows:

1. Providing information, providing information about the products or services offered.
2. Persuade, namely to influence consumers to buy the product.
3. Reminders, namely reminding everyone about the product being advertised

Brand Image

Brand image is the first recognition that consumers have with a brand that is remembered in the minds of consumers which is closely related to the usefulness of the product (Fauziah et al., 2019). According to (Luh et al., n.d.) Brand image is the impression that consumers feel when buying goods, due to feelings of pleasure, interest and also due to external influences so they tend to look for objects and seek information from them to be able to get products to own. The aspects in Brand image are:

1. The power of brand association, refers to the power possessed by a company that is real and not possessed by other products.
2. Uniqueness of brand associations, the impression contained that attracts consumer attention.
3. Preference of brand association, the ease with which it can always be remembered, including the impression embedded in consumers' minds that leads to the company's image.

According to (Maslakhah & Wahyuningtyas, 2023) Brand image has 3 component, including:

1. The manufacturer's image is a group of associations that have a perception of the company that creates a product and service.
2. User image is: a collection of consumer perception associations regarding the use of goods or services, including the user himself, lifestyle or personality and social status.
3. Product images are: a collection of consumer perception associations towards a product, including attributes and benefits as well as guaranteed use.

Product Quality

To become a product that consumers are interested in, you must be able to create a good quality product. It is not easy for a company to maintain its product at the top, but the company must be able to display the strength of its product by prioritizing product quality. Quality is a multidimensional construct that leads to satisfaction, and consumers consider all factors that are important to their satisfaction when assessing quality (Hanifati, n.d.)

Quality standardization is about meeting the desired requirements and achieving product quality. This system, designed to protect every product manufactured, is of sufficient standard to comply with consumer requirements, so confidence is not lost when it comes to issues with this product (Wijaya & Purba, n.d.)

According to Kotler and Keller (2012: 8) state product quality indicators as follows:

1. Suitability: the product used can meet consumer desires.
2. Performance: performance of the product in terms of utilization.
3. Safety: the products used can be guaranteed to be safe to use.

Quality is one of the positioning carried out by marketers. Quality has two consistent actions in product development and also marketers must choose specific techniques in creating quality that will support the product's position in the market (Sudirjo & Handoyo, 2018)

Interested In Buying

Kotler and Keller (2003) argue that consumer purchasing preferences are consumer behavior, meaning that consumers buy or choose a product based on their experience of selecting, using, consuming or even their desire for a product. (Purbohastuti & Hidayah, 2020) Explains that there are several factors that influence consumer buying interest, namely:

1. Occupation, meaning that with differences in a person's job, a person can estimate their level of interest in the level of work they want to achieve, the activities we undertake, the use of free time, and so on.
2. Socioeconomic, meaning that someone from a high socio-economic background will find it easier to get what they want than someone from a low socio-economic background.
3. Interests or hobbies, namely how someone spends their free time, people who have a lot of free time will have more desires than people who have little free time.
4. Gender means that women's preferences will be different from men's, for example in terms of shopping habits, women are more likely to want a lot and are different from men in general.
5. Age, causes children, teenagers, adults and the elderly to have different needs for goods, activities, objects and shopping patterns.

Hypothesis

Based on the literature review and research framework discussed above, a hypothesis is formulated as follows:

H1: Advertising has a positive and significant effect on consumer buying interest in Scarlett products in Batam City.

H2: Brand image has a positive and significant effect on consumer buying interest in Scarlett products in Batam City.

H3: Product quality has a positive and significant effect on consumer buying interest in Scarlett products in Batam City.

H4: Advertising, brand image and product quality simultaneously have a positive and significant effect on consumer buying interest in Scarlett products in Batam City.

Method

The method used in this research is a descriptive research method, which describes and explains each objective in the influence of advertising, brand image and product quality on purchasing interest in Scarlett products. Penelitian deskriptif adalah penelitian yang bertujuan untuk menciptakan uraian dengan gambaran yang sistematis, realistis, dan akurat mengenai peristiwa, sifat, dan hubungan antar fenomena yang diteliti (Irawan, 2020).

Population is the set of all people, objects and other measures that may be the subject of attention in a study (Suharyadi and Purwanto S. K., 2016). In this research, the population is all consumers of Scarlett products in Batam City.

According to Siyoto & Sodik (2015) a sample is a portion of the number and characteristics of a population or a small portion of its members taken according to certain procedures in order to represent the population. The data collected in this research will later be able to represent the research population, namely all consumers of Scarlett products in Batam City.

The technique used in this research is a non-probability sampling method. Low probability sampling method is used It is convenience sampling. The convenience sampling method is a sample of respondents based on the time and place the researcher meets and meets the sample criteria. The aim of using this method is to make it easier for researchers to collect data by distributing questionnaires via Google Form to later obtain more information to support the results of this research.

Descriptive analysis in this research aims to inform or explain the independent variables, namely advertising, brand image and product quality and the dependent variable, namely buying interest. Descriptive measures commonly used to describe research data are frequency and average (Aristina, 2020:116). The analysis used in this research was taken based on the answers of each respondent who had received the questionnaire as a Scarlett consumer. The questionnaire results will be processed using descriptive statistics to explain the data results. Before carrying out descriptive analysis, first create a scale range that will guide the descriptive analysis.

Results and Discussion

Validity test

Source: SPSS Data Processing Results Version 26, 2024

| Iklan | | | |
|------------|----------|---------|------------|
| Pernyataan | r hitung | r tabel | Keterangan |
| X1.1 | 0,691 | 0,1374 | Valid |
| X1.2 | 0,772 | | |
| X1.3 | 0,681 | | |
| X1.4 | 0,599 | | |

| Brand image | | | |
|-------------|----------|---------|------------|
| Pernyataan | r hitung | r tabel | Keterangan |
| X2.1 | 0,604 | 0,1374 | Valid |
| X2.2 | 0,574 | | |
| X2.3 | 0,754 | | |
| X2.4 | 0,687 | | |
| X2.5 | 0,683 | | |

| Kualitas Produk | | | |
|------------------------|-----------------|----------------|-------------------|
| Pernyataan | r hitung | r tabel | Keterangan |
| X3.1 | 0,607 | 0,1374 | Valid |
| X3.2 | 0,644 | | |
| X3.3 | 0,767 | | |
| X3.4 | 0,830 | | |
| X3.5 | 0,724 | | |

| Minat beli | | | |
|-------------------|-----------------|----------------|-------------------|
| Pernyataan | r hitung | r tabel | Keterangan |
| Y.1 | 0,709 | 0,1374 | Valid |
| Y.2 | 0,728 | | |
| Y.3 | 0,757 | | |
| Y.4 | 0,610 | | |
| Y.5 | 0,468 | | |

Based on the results of data processing, it is found that the calculated r value of each variable is much greater than the r table value where the r table value is 0.1374. So it can be concluded that the questionnaire indicators on this research variable are valid as stated in the calculated r value > r table.

Reliability Test

Source: SPSS Data Processing Results Version 26, 2024

| Variabel | Cronbach's Alpha | N of Items |
|-----------------|-------------------------|-------------------|
| Iklan | 0,629 | 4 |
| Brand Image | 0,679 | 5 |
| Kualitas Produk | 0,760 | 5 |
| Minat Beli | 0,665 | 5 |

Based on the results of data processing in table 4.11, the Cronbach alpha value for the advertising variable is 0.629, brand image is 0.679, product quality is 0.760, and purchase interest is 0.665. So the conclusion is drawn that all variables have good reliability.

Classical Assumptions

Source: SPSS Data Processing Results Version 26, 2024

| Coefficients^a | | | |
|---------------------------------|----------------------|--------------------------------|------------|
| Model | | <i>Collinearity Statistics</i> | |
| | | <i>Tolerance</i> | <i>VIF</i> |
| 1 | IKLAN (X1) | .315 | 3.175 |
| | BRAND IMAGE (X2) | .192 | 5.196 |
| | QUALITAS PRODUK (X3) | .442 | 2.264 |

a. *Dependent Variable:* MINAT BELI (Y)

Based on the results of data processing in Table 4.13, the VIF value of the advertising variable is $3,175 > 0.1$, the VIF value of the brand image variable is $5,196 > 0.10$ and the VIF value of product quality is $2,264 > 0.10$. So it was concluded that there was no sign of multicollinearity in the independent variables of this study.

Uji Hetrokedastisitas

Source: SPSS Data Processing Results Version 26, 2024

| Coefficients ^a | | | | | | |
|---------------------------|----------------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 6.821 | 1.463 | | 4.662 | .000 |
| | IKLAN (X1) | .248 | .144 | .188 | 1.715 | .088 |
| | BRAND IMAGE (X2) | .259 | .156 | .233 | 1.660 | .098 |
| | QUALITAS PRODUK (X1) | .126 | .092 | .126 | 1.359 | .176 |

a. Dependent Variable: MINAT BELI (Y)

Based on the results of data processing in Table 4.14, the significance value of the advertising creativity variable is $0.088 > 0.05$. The significance value of the brand image variable is $0.98 > 0.05$. The significant value of the product quality variable is $0.176 > 0.05$. It can be concluded that there are no symptoms of heteroscedasticity in all independent variables.

Influence Test

Multiple Linear Analysis Test

Source: SPSS Data Processing Results Version 26, 2024

| Coefficients ^a | | | | |
|---------------------------|----------------------|-----------------------------|------------|---------------------------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients |
| | | B | Std. Error | Beta |
| 1 | (Constant) | 3.073 | .927 | |
| | IKLAN (X1) | .054 | .092 | -.075 |
| | BRAND IMAGE (X2) | .584 | .063 | .063 |
| | QUALITAS PRODUK (X1) | .077 | .059 | .013 |

a. Dependent Variable: MINAT BELI

$$Y = 3,037 + 0,054 X1 + 0,000 X2 + 0,007 X3$$

Below we will explain the value of the above equation, namely:

1. A constant value of 3.037, if there are advertising, brand image and product quality variables indicating that the value is zero or there is no increase or decrease in value, this is a prediction that the purchase interest variable has a value of 3.037.

2. The value of the advertising variable (X1) is 0.054 (54%), which means the value of the advertising variable (X1) increases and the purchase interest variable (Y) also increases. A positive coefficient value means there is a positive relationship between advertising and purchasing interest. This means that the more creative the advertisement, the greater its influence on purchasing decisions.
3. Brand image (X2) gets a value of 0.584 (58.4%), which shows that the brand image value is positive. If it is found that there is a 1% increase in brand image, it can be concluded that brand image has an influence on consumer buying interest.
4. Product quality (X3) with a value of 0.77 (77%) which indicates that there is a positive influence of the product quality variable on purchasing interest. If an increase of 1% in advertising is found, this will be accompanied by 77% and it can be concluded that there is a positive influence between product quality and purchase interest.

Coefficient of Determination Test Results (R²)

Source: SPSS Data Processing Results Version 26, 2024

| Model Summary | | | | |
|---|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .841 ^a | .708 | .703 | 1.822 |
| a. Predictors: (Constant), KUALITAS PRODUK (X1), IKLAN (X1), BRAND IMAGE (X2) | | | | |

Adjusted R Square shows that advertising, brand image, and product quality seem to influence purchase intention by 0.703 (70.3%) and the rest is influenced by variables not included in this research.

Pengujian Hipotesis

Uji T

Source: SPSS Data Processing Results Version 26, 2024

| Coefficients ^a | | | | | | |
|---------------------------------------|----------------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.044 | .960 | | 1.088 | .278 |
| | IKLAN (X1) | .175 | .064 | .128 | 2.739 | .007 |
| | BRAND IMAGE (X2) | .285 | .087 | .251 | 3.268 | .001 |
| | QUALITAS PRODUK (X1) | .514 | .070 | .537 | 7.321 | .000 |
| a. Dependent Variable: MINAT BELI (Y) | | | | | | |

The data test results in table 4.17 will be explained as follows:

1. The advertisement received a calculated t value of 2,739 > from the t table value of 1.97183 and had a significant value of 0.007 < 0.05. Thus, it can be concluded that the variable measuring advertising originality (X1) has an influence on purchase interest and has a positive influence of 2,739.
2. Brand image has a value of 3,268 > 1.97183 and has a significant value of 0.001 < 0.05. It can be concluded that brand image has an influence on buying interest.

- Product quality received a score of 7,321 > 1.97183 with a significant value of 0.000 < 0.05. Therefore, it can be concluded that product quality can influence purchasing interest by 7,321.

F test

| ANOVA ^a | | | | | | |
|---|------------|----------------|-----|-------------|---------|-------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 1599.325 | 3 | 533.108 | 157.472 | .000 ^b |
| | Residual | 677.082 | 200 | 3.385 | | |
| | Total | 2276.407 | 203 | | | |
| a. Dependent Variable: MINAT BELI (Y) | | | | | | |
| b. Predictors: (Constant), KUALITAS PRODUK (X1), IKLAN (X1), BRAND IMAGE (X2) | | | | | | |

Source: SPSS Data Processing Results Version 26, 2024

$$*df_1 = 3 \text{ (variabel independen)} *df_2 = 204 - 3 - 1 = 200 *F \text{ tabel } 200 = 2,53$$

Advertising, brand image, product quality, get a calculated F value of 157.472 > f table 2.53. From this it can be interpreted that the variables of advertising creativity and consumer perception simultaneously influence purchasing decisions. Therefore, H_{a_3} is accepted and $[H_{o_3}$ is rejected.

Discussion

The Influence of Advertising on Purchase Intention

The findings of the t test which shows t count 2,739 > t table 1.97183 with a significance of 0.007 < 0.05 provide evidence that promotions have a positive and large effect on buying interest. One of the most important things that must be done to attract customer interest is advertising or promotion. When a company advertises itself and the goods it sells, consumers become aware of it. The goal is to enlighten customers about the goods and services available and persuade them to make a purchase. (Firmansyah, 2020). So that a product can be marketed and its sales value increases, creative advertising is very important. Advertising innovations developed by producers to market their goods have the power to influence buyers' purchasing decisions. Advertising innovation must be maximized so that it can arouse consumer interest in making purchases.

The Influence of Brand Image on Purchase Intention

Based on the values that have been obtained, the t test value is 3.268 > t table 1.97183 with a significance of 0.001 < 0.05, this shows that there is supporting evidence. Brand Image has a positive and significant effect on purchasing interest. Brand Image is included in the factors that consumers consider when making purchasing decisions. Because of its creation, awareness can motivate consumers to choose and even buy. When a consumer wants to buy it, there are actually strong reasons, some are unreasonable.

The Influence of Product Quality on Purchase Intention

The t test results that have been obtained show a product quality value of 7.321 > t table 1.97183 with a significance of 0.000 < 0.05. This proves that product quality has a significant

positive effect on purchasing interest. Having high quality products will increase the brand value in the public's opinion. High quality is proven by good results when used by consumers and is able to provide more satisfaction when using the product, so that the image of a product will continue to be remembered by customers and will return to buy the product.

The Influence of Advertising, Brand Image, and Product Quality on Purchase Interest

The results obtained were tested for f of $157,472 > 2.53$ with a significance of $0.000 < 0.05$. This shows that advertising, brand image and product quality have a positive influence. If purchasing interest is high, consumers will be consistent in using the product, which is based on previous reviews when using the product. And if consumers' buying interest is small, it will have an impact on the company, therefore the company must strengthen its role in promoting, maintaining brand image and offering quality goods to consumers, so that consumers will come to buy products.

Conclusion

Based on the research findings that have been explained, it is concluded that advertising has a positive influence and has a significant influence on purchasing interest in Scarlett products in Batam City. Brand Image has a positive and significant influence on purchasing interest in Scarlett products in Batam City. Product quality has a positive and significant influence on consumer buying interest in Scarlett products in Batam City. Advertising, Brand Image and Product Quality have a positive and significant influence on purchasing interest in Scarlett products in Batam City.

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