



## The effect of advertising, brand image, price and consumer motivation on consumer purchase interest in ms.glow skincare in the Rantauprapat Region

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### ARTICLE INFO

### ABSTRACT

#### Article history:

Received Apr 02, 2024

Revised Apr 20, 2024

Accepted May 10, 2024

#### Keywords:

Advertising;  
Brand Image;  
Consumer Motivation;  
Price;  
Purchase Intention.

Research on the Effect of Advertising, Brand Image, Price and Consumer Motivation on Consumer Purchase Interest in Ms.Glow Skincare in the Rantauprapat Region. The purpose of this study was to determine the effect of advertising, brand image, price and consumer motivation on consumer buying interest. This study uses a quantitative approach and associative research type. The data source used is primary data source. The results showed that advertising has a positive and significant effect on buying interest, brand image has a positive and significant effect on buying interest, price has a positive and significant effect on buying interest and consumer motivation has a positive and significant effect on buying interest and advertising, brand image, price and consumer motivation together have a positive and significant effect on buying interest.

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## 1. INTRODUCTION

Beauty products today are no longer a side need but have become a basic need, especially among women (Abu-Lughod, 2002; Griskevicius & Kenrick, 2013). Where the lifestyle is now more centered on appearance and especially on the face so that it always looks healthy and naturally bright (Aprilia & Mahfudzi, 2017; Utami & Demartoto, 2022; Yoebrilanti, 2014). So that it becomes a support for consumers in beautifying themselves. The increasing sales of beauty products in Indonesia creates a variety of brands, types and innovations offered that are not inferior to foreign brands and products, which are able to compete until now such as Somethinc, Scarlet, Avoskin and MS Glow. One of the local products that successfully entered the marketshare of skin care products is MS Glow. MS Glow has become one of the best-selling brands in product sales in Indonesia, this is because MS Glow presents the best quality products. Here are the sales data of the best-selling local beauty products in 2022.

MS Glow has become one of the local cosmetic brands that is increasingly on the rise and is in demand by many people. Of course, this cannot be separated from MS Glow's advertising in capturing the hearts of consumers. MS Glow innovates through online sales of skincare products. Thanks to the online advertising strategy, MS Glow won the Brand

of the Year 2020 award from OMNI marketers. This is because MS Glow has implemented an omnichannel strategy in recent years. Not only in Indonesia, MS Glow has expanded its business network to overseas. MS Glow always strives to introduce its products through various marketing channels, such as TV, print media, radio and online media (Natalina & Wahyuni, 2022; Windiasari et al., 2022).

This local skincare brand, which was established in 2013, managed to occupy the first position with total sales that reached Rp. 29.4 billion in April-June 2022. MS Glow brand has a line of skincare products that are formulated effectively to treat and brighten dull skin. MS Glow also not only focuses on developing care products for women, but also men by presenting its flagship product, MS Glow Men Skincare. This MS Glow brand is also one of the brands that should be looked at. Their rapid growth and skincare products that go viral on social media really deserve to be the most sought-after skincare brand. MS Glow brand was founded in 2013. They grew online. Focusing on providing the best care for Indonesian women, according to their motto, Magic For Skin. MS Glow continues to grow into a brand that not only offers various skincare but also makeup. Now, it is said that the brand has even expanded overseas. MS Glow is one of the skincare manufacturers that sells products for all groups, from children, teenagers, to adults and both women and men. MS Glow retail prices vary, depending on the type of product you want to buy. Nail polish and facial wash are the three products with the lowest prices. The price of MS Glow facial wash is IDR 70,000 and nail polish is only IDR 60,000.

In the purchasing decision process before determining to take action to purchase a product, consumers certainly have certain motivations that are expected to be achieved after making a purchase. Motivation cannot be simply seen from a person's behavior because motives are not always what they seem, sometimes even the opposite of what they seem. A person's behavior is strongly influenced and stimulated by his wants, needs, goals and satisfaction (Deci & Ryan, 2000; Ningsih, 2021; Satria, 2021).

Based on the description above, the researcher is interested in conducting research to find out the extent of Advertising, Brand Image, Price and Consumer Motivation to Consumer Purchase Interest in Ms.Glow Skincare in the Rantauprapat Region. For this reason, the authors conducted research with the title: "The Effect of Advertising, Brand Image, Price and Consumer Motivation on Consumer Purchase Interest in Ms.Glow Skincare in the Rantauprapat Region"

According to Van den Broeck (2019) advertising is a form of indirect communication, which is based on information about the advantages or advantages of a product, which is arranged in such a way as to create a sense of fun that will change someone's mind to make a purchase. According to Andrews and Shimp (2018) advertising is a form of paid and mediated communication from an identifiable source, designed to persuade the recipient to take some action, now or in the future (Dewi & SE, 2012; Lukitaningsih, 2013; Solihin, 2016).

There are 3 indicators in measuring advertising conveyed by Tanuwidjaya, Trifena (2020), namely: Mission (purpose), Establish advertising objectives that refer to previous decisions regarding the target market. Message (message conveyed), Ideally a message should get attention, attract, arouse desire and produce action. Media (media used), The effect of advertising notifications on target consumer awareness depends on the reach, frequency and impact of advertising.

According to Rossanty, et al (2018) brand image is a type of association that arises in the minds of consumers in the form of certain thoughts or images when remembering a brand, such as when we think about other people. According to Purboyo, et al (2021) brand image is a set of perceptions as well as consumer beliefs about brands in consumers' memories, when seeing or hearing a brand that is created from personal experience and hearing its reputation from other people or the media that can allow consumers to decide on a purchase.

Anggi in Mujid, Abdul, and Andrian Andrian (2021) describes the indicators of this brand image consisting of: a) The user's impression of the company that produces the goods or services. b) The user's impression of the user of the product includes the user, outlook on life and social position. c) The user's impression of the goods covers the attributes, uses, consumers and guarantees provided by the goods or products. d) The user's impression of the celebrity who supports the advertisement of the goods or products. Meanwhile, according to Plumeyer, Anja (Plumeyer et al., 2019) brand image is measured by several indicators, including: Strength, Is a strength that leads to real quality that looks superior to competing brands. Not strength related to other brand advantages such as product availability, price, market share, brand identification, or other product support. Uniqueness, Uniqueness is defined as brand characteristics that can be used to distinguish one brand from another. For example, differences in the external appearance of the product, brands that are easy to remember, price, customer service. Excellence, Excellence leads to the ability of a brand to be easily pronounced and remembered by consumers so that it makes the brand famous or becomes most people's favorite brand.

According to Nurjanah, Nurjanah (Nurjanah et al., 2021) price is an amount of money spent on a product or service, or an amount of value exchanged by consumers to obtain benefits or use of a product or service. According to Amanah, Dita (2017) price is the amount of money that consumers have to pay to get a product. Price is an amount of money that has an exchange rate to benefit from a product or service.

Motivation is understood as providing motives. Consumers have attitudes and behaviors because of motives. This motive is related to the intention or goal to be achieved. In general, the motive of consumers to buy or consume a product is an interest in fulfilling their needs and desires (2017). According to Plumeyer, Anja (Plumeyer et al., 2019) motivation is able to make someone driven to take action. Motivation will arise when consumers need or want something to meet their needs.

Purchase intention (willingness to buy) is part of the behavioral component in the attitude to consume. Consumer purchasing behavior is often initiated and influenced by external stimuli, both in the form of marketing and environmental stimuli, these stimuli are then processed within a person according to their personal characteristics, before finally a purchase decision is made (Prasetyo et al., 2018). Purchase interest according to Galang, Tanjung (2021) is as a consumer's tendency to buy a brand or take actions related to purchasing decisions as measured by the level of probability of consumers making purchases. So buying interest is the tendency of consumers to buy a product after receiving stimuli from the product they see that can create interest in trying the product which ultimately decides to buy (Drossos et al., 2014; Gidlöf et al., 2017; Sianturi & Mulyaningsih, 2017).

## 2. RESEARCH METHOD

The type of research used in this study is quantitative associative research. According to Strelevitz, Heather, Ettore Tiraboschi (2024), associative research is a research method that aims to determine the relationship between two or more variables, in this study a theory can be built that can serve to explain, predict, and control a symptom where the purpose of this study is to determine the effect of independent variables (advertising, brand image, price, and consumer motivation) on the dependent variable (consumer buying interest). Based on the existing population, the sampling technique used by researchers is non-probability sampling using purposive sampling method.

Based on the existing population, the sampling technique used by researchers is non-probability sampling using purposive sampling method. Purposive sampling is a sampling technique by determining certain criteria (Sugiyono, 2019). The samples used in this study are people who have social media and who have seen advertisements in other media. The determination of the number of samples is determined using a quota sample,

namely a sampling technique with quota restrictions and certain criteria so that it can be a respondent (Amin et al., 2023). If there are labor and time constraints that result in not being able to study all populations, researchers can use samples. Thus, to determine the number of samples taken in this study whose population is unknown, namely, using the Lemeshow formula as follows:

$$n = \frac{z^2 p(1 - P)}{d^2} \quad (1)$$

Description: n = number of samples, z = z score on confidence 95% = 1,96, p = maximum estimation 50% = 0,5, d = sampling error 10% = 0,1.

Based on the Lemeshow formula above, the number of samples to be taken is as follows.

$$n = \frac{(1,96)^2 \cdot 0,5 \cdot 0,5}{(0,1)^2} = \frac{3,8416 \cdot 0,5 \cdot 0,5}{0,01} = \frac{0,9604}{0,01} = 96,04$$

The calculation results show that the n obtained is 96.04 = 96 people, so in this study the authors took data from a sample of at least 100 people, so in this study the authors took data from a sample of at least 100 people.

#### Research flow

This study describes the flow of relationships between independent variables, namely advertising, brand image, price and consumer motivation on the dependent variable Consumer Purchase Interest

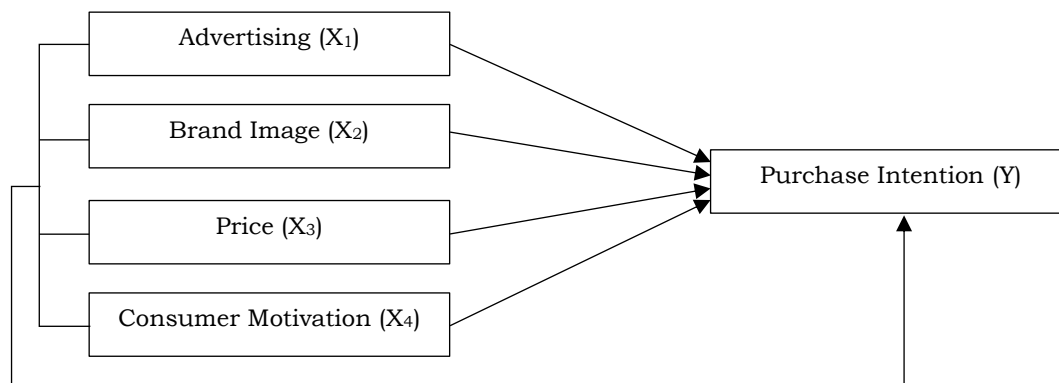


Figure 1. Research flow

#### Research Hypothesis

The hypothesis is a temporary answer to the formulation of research problems, where the formulation of research problems has been stated in the form of a statement sentence. It is said to be temporary because the answers given are only based on relevant theories, not yet based on empirical facts obtained through data collection (Sugiyono, 2019), while the hypotheses in the study are: H1 : There is a significant partial effect of advertising on consumer buying interest in Ms.Glow Skincare in the Rantauprapat area. H2 : There is a significant partial effect of brand image on consumer buying interest in Ms.Glow Skincare in the Rantauprapat area. H3 : There is a significant partial effect of price on Consumer Purchase Interest in Ms.Glow Skincare in the Rantauprapat Region. H4 : There is a significant partial effect of consumer motivation on consumer buying interest in Ms.Glow Skincare in the Rantauprapat area. H5 : There is a simultaneous significant effect of advertising, brand image, price and consumer motivation on consumer buying interest in Ms.Glow Skincare in the Rantauprapat area.

### Data Analysis Technique

The analysis carried out in this study used the SPSS application program. The data analysis techniques used are Measurement Model Evaluation, Classical Assumption Test, Hypothesis Test.

### Data Analysis Method

The analysis method used in this research is to use descriptive statistics and analysis tools using multiple regression. Based on the relationship between two variables expressed by a linear equation, it can be used to make predictions (forecasts) about the magnitude of the Y value (dependent variable) based on a certain X value (independent variable). The form of the multiple linear regression equation used in this study can be formulated:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e \quad (2)$$

Description: Y = Purchase Interest, a = Constant, b1,b2,b3, = Regression Coefficient, X1 = Advertising, X2 = Brand Image, X3 = Price, X4 = Consumer Motivation, e = Standard Error..

## 3. RESULTS AND DISCUSSIONS

### Validity Test and Reliability Test

A correlation value of at least 0.30 or a probability smaller or equal to 0.05 is the basis for testing the validity of the questionnaire. Assessing reliability based on the reliability coefficient value is good if the Cronbach Alpha value is 0.60 or greater.

Table 1. Validity Test Results

Variable	Question	Corected Item-total correlation	Significant	Description
Advertising	X.1.1	0,556	0,000	Valid
	X.1.2	0,623	0,000	Valid
	X.1.3	0,654	0,000	Valid
	X.1.4	0,606	0,000	Valid
	X.1.5	0,580	0,000	Valid
Brand Image	X.2.1	0,634	0,000	Valid
	X.2.2	0,691	0,000	Valid
	X.2.3	0,673	0,000	Valid
	X.2.4	0,614	0,000	Valid
	X.2.5	0,594	0,000	Valid
Price	X.3.1	0,651	0,000	Valid
	X.3.2	0,637	0,000	Valid
	X.3.3	0,648	0,000	Valid
	X.3.4	0,683	0,000	Valid
	X.3.5	0,701	0,000	Valid
Consumer Motivation	X.4.1	0,699	0,000	Valid
	X.4.2	0,713	0,000	Valid
	X.4.3	0,742	0,000	Valid
	X.4.4	0,823	0,000	Valid
	X.4.5	0,702	0,000	Valid
Purchase Intention	Y.1	0,607	0,000	Valid
	Y.2	0,655	0,000	Valid
	Y.3	0,539	0,000	Valid
	Y.4	0,679	0,000	Valid
	Y.5	0,700	0,000	Valid

Table 1, validity testing is that the statements on all Advertising Variables (X1) are valid or greater than the minimum correlation value of 0.30. For the brand image variable (X2) statement is valid or greater than the minimum correlation value of 0.30. For all statements Price variable (X3) is valid or greater than the minimum correlation value of

0.30 and probability 0.000 <0.05. For all statements, the consumer motivation variable (X4) is valid or greater than the minimum correlation value of 0.30 and a probability level of 0.000 <0.05. For all statements, the purchase interest variable (Y) is valid or greater than the minimum correlation value of 0.30 and a probability level of 0.000 <0.05.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Description
Advertising	0,789	Reliabel
Brand Image	0,823	Reliabel
Price	0,854	Reliabel
Consumer Motivation	0,765	Reliabel
Purchase Intention	0,790	Reliabel

Table 2, X1 Reliability test = 0.789 <0.60 or declared reliable. For Reliability X2 = 0.823 <0.60 or declared reliable. For Reliability X3 = 0.854 > 0.60 or declared reliable. For Reliability X4 = 0.765 <0.60 or said to be reliable. For Reliability Y = 0.790 <0.60 or said to be reliable.

#### Multiple Linear Regression Analysis

The benefits of conducting multiple linear regression analysis are to determine the magnitude of the influence of each independent variable on the independent variable, and to predict the value of the independent variable Y, if all independent variables are known.

Table 3. Regression Coefficient Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.444	3.711		2.141	.001
Advertising	.361	.153	.256	2.405	.000
Brand Image	.279	.133	.277	2.166	.000
Price	.433	.142	.405	3.026	.000
Consumer Motivation	.325	.107	.235	2.105	.000

a. Dependent Variable: Purchase Intention

The form of the regression equation can be written as follows

$$Y = 3,444 + 0,361X_1 + 0,279X_2 + 0,433X_3 + 0,325X_4 \quad (3)$$

The results of the multiple regression equation above provide an understanding that: (a). The constant value of 3.444 means that if the factors of advertising, brand image, price, and consumer motivation are not carried out or equal to zero (0), the amount of buying interest is 3.444 units. (b). For the advertising variable (X1) the regression coefficient is positive, this affects Buying Interest (Y), and will increase by 0.361. (c). For the brand image variable (X2) the regression coefficient is positive, this affects Purchase Intention (Y), and will increase by 0.279. (d). For the price variable (X3) the regression coefficient is positive, this affects Buying Interest (Y), and will increase by 0.433. (e). For the consumer motivation variable (X4) the regression coefficient is positive, this affects Buying Interest (Y), and will increase by 0.325.

#### Hypothesis Testing

##### F test

The F test is carried out to measure whether all independent variables have a simultaneous or joint influence on the dependent variable, if F count > F table then there is an influence

Tabel 4. F Hypothesis Test

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	162.754	4	43.189	29.437	.000 <sup>b</sup>
	Residual	63.216	22	2.222		
	Total	434.971	96			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), advertising, brand image, price, consumer motivation

Source: *Research Results (2023)*

The calculation shows that the F number is 29.437 with a significant level of 0.000 < 0.05, so  $H_0$  is rejected and  $H_a$  is accepted. This means that the variables of advertising (X1), brand image (X2), price (X3) and consumer motivation (X4) simultaneously have a significant effect on consumer buying interest (Y) in Ms.Glow Skincare in the Rantauprapat area. So the hypothesis which states that it is suspected that advertising, brand image, price, and consumer motivation together (simultaneously) have a significant effect on consumer buying interest in Ms.Glow Skincare in the Rantauprapat area can be accepted.

#### T test

The t test is used to determine the extent of the influence of advertising (X1), brand image (X2), price (X3) and consumer motivation (X4) partially on buying interest (Y). t test is done by comparing the tcount value with the t table used is the t value at the degree of freedom df (96) at  $\alpha = 0.05$ , namely 1.984. The decision-making criteria are : (a).  $H_0$  is accepted if tcount < ttable at  $\alpha = 0.05$ , (b).  $H_a$  is accepted if tcount > ttable at  $\alpha = 0.05$ .

Table 5. Results of the t-test  
Coefficients<sup>a</sup>

	Model	t	Sig.
1	(Constant)	2.141	.001
	Advertising	2.405	.000
	Brand Image	2.166	.000
	Price	3.026	.000
	Consumer Motivation	2.105	.000

a. Dependent Variable: Purchase Intention

Based on table 5, it can be explained as follows: (a). The tcount value for the advertising variable (X1) of 2.405 is greater than the ttable value of 1.984 with a significant level of 0.00 > 0.05, so  $H_0$  is rejected. This means that advertising (X1) has a significant effect on buying interest (Y), thus the alternative hypothesis can be accepted. (b). The tcount value for the brand image variable (X2) of 2.166 is greater than the ttable value of 1.984 with a significant level of 0.00 < 0.05, so  $H_0$  is rejected. This means that brand image (X2) has a significant effect on buying interest (Y), thus the alternative hypothesis is accepted. (c). The tcount value for the price variable (X3) of 3.026 is greater than the ttable value of 1.984 with a significant level of 0.00 > 0.05, so  $H_0$  is rejected. This means that price (X3) has a significant effect on buying interest (Y), thus the alternative hypothesis is accepted. (d). The tcount value for the consumer motivation variable (X4) of 2.105 is greater than the ttable value of 1.984 with a significant level of 0.00 > 0.05, so  $H_0$  is rejected. This means that consumer motivation (X4) has a significant effect on buying interest (Y), thus the alternative hypothesis can be accepted.

#### Determinant Coefficient

This analysis is used to determine how much contribution or influence the independent variable gives to the dependent variable which is indicated by a percentage.

Table 6. Determination Coefficient

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.857 <sup>a</sup>	.735	.697	1.491

a. Predictors: (Constant), advertising, brand image, price, consumer motivation

b. Dependent Variable: Purchase Intention

In table 6, it can be seen that R is 0.857, which means that the relationship between the independent variables (advertising, brand image, price, and consumer motivation) and the dependent variable (purchase intention) is 85.7%, meaning that the relationship is very close. The Adjusted R Square value of 0.735 means that the purchase intention variable can be explained by advertising, brand image, price, and consumer motivation by 73.5%, while the remaining 26.5% is explained by other factors not discussed in this study.

## Discussion

### H1 - The Effect of Advertising on Consumer Purchase Interest in Ms.Glow Skincare in the Rantauprapat Area

Based on the regression analysis, the results of this study support that advertising (X1) has a positive and significant effect on buying interest (Y), where the regression coefficient value is positive 0.361 and the tcount value (2.405) > ttable (1.692) with a significant level of 0.023 < 0.05. This means that partially advertising has a significant effect on buying interest in Ms.Glow Skincare in the Rantauprapat area. This means that partially advertising has a significant effect on buying interest in Ms.Glow Skincare in the Rantauprapat Region. Thus the hypothesis can be accepted.

### H2 - The effect of brand image on consumer buying interest in Ms.Glow Skincare in the Rantauprapat Region

Based on the regression analysis, the results of this study support that brand image (X2) has a positive and significant effect on buying interest (Y), where the regression coefficient value is positive 0.279 and the tcount value (2.166) > ttable (1.984) with a significant level of 0.00 < 0.05. This means that partially brand image has a positive and significant effect on buying interest (Y). This means that partially brand image has a significant effect on buying interest in Ms.Glow Skincare in the Rantauprapat Region. Thus the hypothesis can be accepted. This is reinforced by Mujid & Andrian (2021) that brand image is the impression that is embedded in the contents of the buyer's head on a particular brand, both in the form of goods and services.

### H3 - The effect of price on consumer buying interest in Ms.Glow Skincare in the Rantauprapat area

Based on the regression analysis, the results of this study support that price (X3) has a positive and significant effect on buying interest (Y), where the regression coefficient value is positive 0.433 and the tcount value (3.026) > ttable (1.984) with a significant level of 0.00 < 0.05. This means that partially price has a significant effect on consumer buying interest in Ms.Glow Skincare in the Rantauprapat area. This means that partially the price has a significant effect on buying interest in Ms.Glow Skincare in the Rantauprapat Region. Thus the hypothesis can be accepted.

### H4 - The effect of consumer motivation on consumer buying interest in Ms.Glow Skincare in the Rantauprapat Region

Based on the results of testing the fourth hypothesis, it is found that consumer motivation (X4) has a significant effect on buying interest, this is indicated by the regression coefficient value which is positive 0.325 and the t value = 2.105 is greater than t table = 1.984. While the probability value (Sig.) = 0.00 <  $\alpha$  = 0.05. This means that the



effect of consumer motivation on buying interest in Ms.Glow Skincare in the Rantauprapat area is significant.

H5 - The effect of advertising, brand image, price and consumer motivation on consumer buying interest in Ms.Glow Skincare in the Rantauprapat area.

Based on the regression analysis, the research results support that advertising (X1), brand image (X2), price (X3) and consumer motivation (X4) have a positive and significant effect on buying interest (Y), where the Fcount value is 19.437 with a significant level of 0.000. Thus, the value of Fcount (19.437) > Ftable (2.70) with a significant level of 0.000 < 0.05. This means that advertising, brand image, price and consumer motivation simultaneously have a positive and significant effect on buying interest in Ms.Glow Skincare in the Rantauprapat area. Thus the hypothesis can be accepted.

#### 4. CONCLUSION

The findings of this study indicate that advertising, brand image, price, and consumer motivation collectively have a significant positive influence on consumer buying interest in Ms.Glow Skincare in the Rantauprapat area. The regression analysis revealed that each of these factors contributes positively to the purchase intention, emphasizing their importance in shaping consumer behavior. However, it's crucial to acknowledge the study's limitations, such as the specific geographical and demographic context, which may limit generalizability. Future research could explore additional variables or employ different methodologies to further deepen understanding and provide more comprehensive insights into consumer behavior in the skincare industry. Moreover, conducting longitudinal studies could offer insights into the dynamics of these factors over time and their impact on consumer decision-making processes.

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