



NCT Dream's Role as a Brand Ambassador Through Buying Interest in the Purchase Decision of Lemonilo Noodles in Bekasi City

Annisa Roudhotul Jannah¹, Hadita²

¹Student of Bachelor of Management Program, Bhayangkara University, Greater Jakarta, Indonesia, email: rjannahannisa@gmail.com

²Lecturer at the Faculty of Economics and Business, Bhayangkara University, Greater Jakarta, Indonesia, email: hadita@dsn.ubharajaya.ac.id

*Corresponding Author: Annisa Roudhotul Jannah¹

Abstract: This study aims to find out how big is the role of NCT DREAM as a Brand Ambassador through Buying Interest in the Purchase Decision of Lemonilo Noodles in Bekasi City. The method used in this study is a quantitative method, which in this study uses accidental sampling technique in determining the sampling method. The basis of the study used 186 respondents to be used as samples in the study, which in this study used primary data obtained by distributing questionnaires to consumers of Lemonilo noodles in Bekasi City. The results show that 1) Brand Ambassador has a significant effect on Buying Interest, 2) Brand Ambassador has no significant effect on Purchase Decisions, 3) Buying Interest has a significant effect on Purchase Decisions, 4) Buying Interest significantly mediates Brand Ambassador's decision. Purchase.

Keywords: Brand Ambassador, Purchase Interest and Purchase Decision

INTRODUCTION

Background of The Problem

Instant noodles are a popular food in Indonesia. Every Indonesian must have felt eating instant noodles or already available at home. It is not uncommon for people to take instant noodles with them when traveling as a source of "local food" if the food they are eating is not to their liking. Being a favorite food of the Indonesian people, it is not surprising that the consumption of instant noodle food is arguably high in Indonesia.

In 2018 Indonesia ranked second as the country with the largest consumption of instant noodles in the world, based on the article on 10 countries that consumed instant noodles in the world in 2018 obtained from the World Instant Noodle Association (WINA) on May 9, 2019, which stated that China recorded as the country with the highest consumption of instant noodles. In 2018, mainland China and Hong Kong consumed 40.25

billion packets of instant noodles. Second, Indonesia consumes 12.54 billion packs of instant noodles. India consumes about 6 billion packets of instant noodles every year, while Japan consumes 5.78 billion packets. (Kusnandar, 2019).

With the development of the times, many young people are doing a diet process to lose weight in order to get the ideal weight. Sometimes they are bored with the torturous diet menu and want to eat instant foods such as noodles, but because the calories are relatively high, they cancel their intention to eat instant noodles. In addition, parents are also worried for their underage children to eat instant noodles which may have less nutritious content and contain preservatives in it. However, people prefer to choose the products they like or what they usually consume. compared to products containing healthier ingredients. This is a challenge for business actors so that their products can be consumed by all groups.

PT. Lemonilo Indonesia Sehat or Lemonilo was founded in 2016, Lemonilo was originally established as a market shop selling healthy and natural products. In addition to ensuring that its products are free from harmful ingredients, Lemonilo is committed to providing the best prices to consumers. This departs from the observations of the previous founders regarding healthy foods circulating in the market at high prices.

The spread of hallyu or the wave of Korean culture to Indonesia in recent years continues to show an increase. Dramas, films, songs, fashion and even food from South Korea are now widely used by the people of Indonesia. The enormity of the Korean wave (Korean Wave) makes several companies compete to try to win the hearts of their consumers by using artists from South Korea. This is an attempt to lure companies to sell their products. One company that uses Korean artists to promote its products is Lemonilo,

In January 2022, Lemonilo officially announced the selection of NCT DREAM as its newest Brand Ambassador. NCT DREAM is a seven-member boy band, namely Mark, Renjun, Jeno, Heechan, Jaemin, Chenle, and Jisung, who made their first debut on August 25, 2016. NCT DREAM brings young energy and enthusiasm to fans and continues to support them in realizing her dream. Working closely with NCT DREAM as a brand ambassador, Lemonilo wants to have a positive impact not only on young people, but also on the entire community.

Research Purposes

Based on the above background, the objectives of this research are as follows:

- 1) To find out the influence of Brand Ambassador on interest in buying Lemonilo noodles.
- 2) To determine the influence of Brand Ambassador on the purchase decision of Lemonilo noodles.
- 3) To determine the effect of buying interest on the purchase decision of Lemonilo noodles.
- 4) To determine the effect of Brand Ambassador on the purchase decision of Lemonilo noodles through buying interest as an intervering variable.

LITERATURE REVIEW

Buying Decision

Purchasing decisions are consumer decisions that are influenced by financial economics, technology, politics, culture, products, prices, locations, promotions, physical evidence, people and processes, thus forming an attitude in consumers to process all information and draw conclusions in the form of responses that appear. what product to buy (Enre et al., 2020). According to Sanjiwani and Atmosphere quoted in the journal (Widjanarko et al., 2020) Purchase decision is the selection of two or more alternative options for consumers to buy. Meanwhile, according to Lamb quoted from the journal, (Tinggi et al., 2019) Purchase decision is one of the main components of consumer behavior. Consumer purchasing decisions are the stages used by consumers when buying goods and services.

Buying Interest

Buying interest consists of the words interest and buy. In the big Indonesian dictionary, interest is a tendency, liking and high desire for something. Whereas Buy in the Big Indonesian Dictionary is to get something through exchange (payment) with money. According to Simamora (Ramadoni, 2020) Interest is something that is personal and also related to attitude, individuals who are interested in an object will have the power or encouragement to perform a series of behaviors to approach or get the object. Meanwhile, according to Kotler and Keller (Satria, 2017) Understanding consumer buying interest is consumer behavior where consumers have a desire to buy or choose a product, based on experience in choosing, using and consuming or even wanting a product.

Brand Ambassador

According to Fitrianto et al., (2020) A Brand Ambassador is a person or celebrity who is familiar with advertising and promotion, promoting a product or service. Brand Ambassadors are the face and fingers of the brand, everything they touch touches the brand. Brand Ambassadors are used by companies to form and implement the external image of a brand and communicate their message to the public. Marketing companies use Brand Ambassadors for campaigns that answer questions, attract audiences, and add value to brands. Meanwhile, according to Priantana & Istiyanto (2019), A brand ambassador is a tool that companies use to communicate and relate to the public, with the hope of increasing sales. Furthermore, a brand ambassador can also be interpreted as someone who is trusted to represent a particular product. The use of brand ambassadors is carried out by companies to influence or invite consumers to use a product, the selection of brand ambassadors is usually a famous celebrity. Royan (Goenawan & Monica, 2020).

Previous Research

This research, as the researcher briefly describes the results of previous relevant studies related to the influence of Brand Ambassador through Purchase Interest on Purchase Decisions, and tries to understand the results of research conducted by previous researchers. The following are reference materials as a reference for research:

Table 1. Previous Research

Writer	Title	Variable	Results
Heppiana Lestari (2018) (Lestari, 2018)	The Influence of Brand Ambassador and Korean Wave on Brand Image and Its Impact on Purchase Decision	X1: Brand Ambassador X2: Korean Wave Y1: Brand image Y2: Purchase Decision	The results of this study indicate that Brand Ambassador has a significant effect on Brand Image, Korean Wave has a significant effect on Brand Image, Brand Ambassador has no significant effect on Purchase Decisions, Korean Wave has a negative effect on Purchase Decisions, Image has a negative effect on Purchase Decisions. Significant influence on Purchase Decision, and Differences in Perception of Brand Ambassador and Korean Wave in Influencing Brand Image and Purchase Decisions between Innisfree Indonesia and China consumers.
Liza Kharisma dan Saidun Hutasuhut (2019)	The Mediation Role of Buying Interest on the Effect of Brand	X1 = Brand Ambassador X2 = Product Quality	The results showed that (1) There was a positive and significant influence of brand ambassador,

(Kharisma & Hutasuhut, 2019)	Ambassador and Product Quality on Purchase Decisions	Y1 = Buying Interest Y2 = Purchase Decision	product quality on buying interest. There is a positive and significant influence of brand ambassador on purchasing decisions. Product quality has no effect on purchasing decisions. There is a positive and significant effect of buying interest on purchasing decisions. There is a mediating role of buying interest on the influence of brand ambassadors and product quality on purchasing decisions.
Agus Sriyanto dan Aris Wahyu Kuncoro (2019) (Sriyanto & Kuncoro, 2019)	The Influence of Brand Ambassador, Buying Interest, and Testimonials on Purchase Decisions	X1 = Brand Ambassador X2 = Buying Interest X3 = Testimony Y = Purchase Decision	All independent variables (Brand Ambassador, Purchase Interest and Testimonials) have a positive and significant effect on the dependent variable (Purchase Decision).
Andi Siti Chadijah Ftriahningsih (2020) (Ftriahningsih, 2020)	Influence of Brand Ambassador on Purchase Intention with Brand Image as Intervening Variable	X = Brand Ambassador Y1 = Brand Image Y2 = Buying Interest	The results showed that brand ambassadors have an effect on brand image. Brand image has an effect on buying interest. brand ambassador has an effect on buying interest. brand ambassador has an effect on buying interest with brand image as an intervening variable.
Fetalia Haryanti Anugerah (2020) (Anugerah, 2020)	The Influence of Brand Image, Brand Ambassador, Word Of Mouth and Testimonials on Social Media on the Decision to Purchase Sulthanah Hijab in Tegal City	X1 = Brand Image X2 = Brand Ambassador X3 = Word of Mouth X4 = Testimony on Social Media Y = Purchase Decision	These results simultaneously prove that the influence of brand image, brand ambassador, word of mouth and testimonials on social media on Sulthanah's hijab purchasing decisions in Tegal City. While partially the brand image has an effect on purchasing decisions. Brand Ambassador has no effect on purchasing decisions. Word of mouth influences purchasing decisions. Testimonials on social media have no effect on purchasing decisions.
Nur Rahma Tiara Shinta (2020) (Shinta Nur, 2020)	Analysis of the Influence of Brand Ambassador, Advertising Campaign, and Country Of Origin on Buying Interest on the Tokopedia.com Site	X1: Brand Ambassador X2: advertising campaign X3: Country of Origin Y: Buying Interest	The results of this study indicate that: (1) brand ambassadors have a significant effect on the buying interest of Tokopedia.com website visitors (2) advertising campaigns have a significant effect on the buying interest of Tokopedia.com website visitors (3) the country of origin has no significant effect on the buying interest of Tokopedia website visitors. .com (4) brand ambassadors, advertising campaigns, and country of origin simultaneously have a significant effect on the buying interest of Tokopedia.com visitors.

Nurul Akramiah ¹ , Sri Hastari ² , Isny Maulana Sari ³ (2021) (Akramiah et al., 2021)	The Influence of Brand Ambassadors and Celebrity Endorsers on Consumers' Purchase Interest of Le Mineral on Students of the Faculty of Economics, Universitas Merdeka Pasuruan	X1 = Brand Ambassador X2 = Celebrity Endorser Y = Buying interest	Based on simultaneous testing, the variable brand ambassador and celebrity endorser jointly have a significant effect on consumer buying interest. Based on the partial test, the brand ambassador variable has a significant effect on customer buying interest, and the celebrity endorser variable has a significant effect on customer buying interest.
---	---	---	--

Thinking Framework

Based on the literature review from several sources selected by the author, the framework of thinking can be arranged as follows: purchasing decisions are closely related to marketing management, because marketing strategies have an important role for consumers to buy something sold by producers.

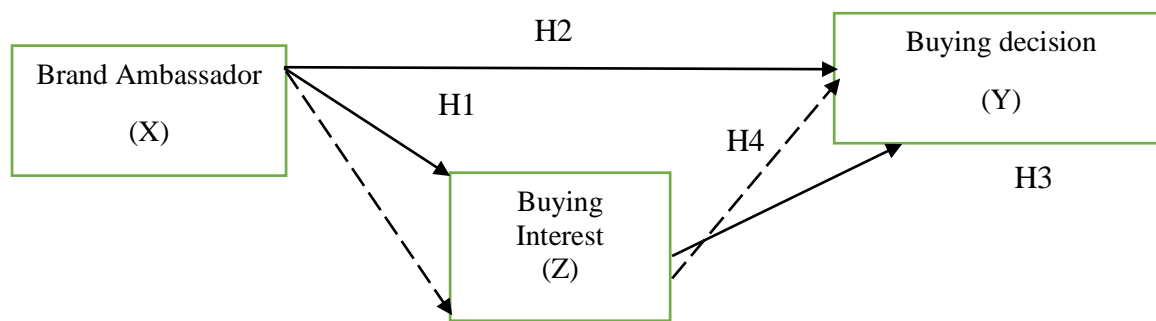


Figure 1. Thinking Framework

Research Hypothesis

- H₁ = Brand Ambassador Has a Significant Influence on Buying Interest
- H₂ = Brand Ambassador has no significant effect on Purchase Decision
- H₃ = Buying Interest has a significant effect on Purchase Decisions
- H₄ = Brand Ambassador Has a Significant Influence on Purchase Decisions through Purchase Interest as an intervening variable

RESEARCH METHODS

This type of research uses descriptive and quantitative analysis. Descriptive analysis is describing or analyzing data, while quantitative analysis is a type of research whose specifications are systematic, planned and clearly structured from the start so that the research design is used to classify data in the form of numbers by conducting several trials. This study uses a survey method. According to Sugiyono (Abdillah, 2021), survey method research is research on large or small populations by studying data samples from that population. Its purpose is to present the relative occurrence, distribution and relationship between variables. Data collection was done by using a questionnaire.

This research was conducted using the Structural Equation Model (SEM) analysis technique based on Partial Least Square (PLS) assisted by the SMARTPLS 3.0 application to test the hypothesis. Because between exogenous and endogenous variables there are intervening variables that influence. This research was conducted on consumers who had consumed lemonilo noodles in the city of Bekasi by filling out a questionnaire through the google form. In the study, using accidental sampling as many as 186 consumer respondents who had consumed lemonilo noodle products in Bekasi City. The research instrument in this

study is the validity and reliability test using the Outer Model (Measurement Model) and Inner Model (Structural Model) test methods based on SEMPLS. Data analysis techniques in the form of descriptive analysis and path analysis. And test the hypothesis, namely: Direct and indirect influence.

RESULTS AND DISCUSSION

Validity and Reliability Test

Validity test is a condition that describes the level of the instrument concerned is able to measure what will be measured. Research results are valid if there are similarities between the data collected and the data that actually occurs in the object under study. The reliability test shows an understanding that an instrument is reliable enough to be used as a data collection tool because the instrument is already good.

The following are the results of the validity and reliability tests in this study which can be presented in Table 2. Following:

Table 2. Outer Model (Cross Loading Validity Discriminant)

Indicator	Variable		
	Brand Ambassador	Buying decision	Buying Interest
X.1	0,783	0,476	0,420
X.2	0.800	0.446	0,377
X.3	0,833	0.541	0,558
X.4	0,845	0,556	0,619
X.5	0,838	0,575	0,584
X.6	0,837	0,489	0,499
X.7	0,851	0,475	0,508
X.8	0,814	0,528	0,427
X.9	0.720	0,314	0,431
X.10	0,814	0,481	0,466
Y.1	0,556	0.860	0,634
Y.2	0,491	0,896	0,603
Y.4	0,483	0,759	0,518
Z.1	0,536	0,596	0,829
Z.2	0,434	0,569	0,829
Z.3	0,576	0,666	0,847
Z.4	0,462	0,477	0,780
Z.5	0,407	0,544	0,806
Z.6	0,539	0.500	0,766
Z.7	0,449	0,538	0,752

Based on the table above which shows the results of the Cross Loading value, it can be seen that each indicator item has a large cross loading value compared to the indicator items in other variables. As in Brand Ambassador, the cross loading value is greater than the cross loading value for the Purchase Decision and Purchase Interest variables. So that the results of this test are declared discriminantly valid.

Evaluasi Model Struktural (Inner Model)

Structural Model Evaluation on SEM with PLS is done by performing the R-Square (R^2) test and Q-Square (Q^2) test through path coefficient estimation.

Test R-Square (R^2)

In this study, the next stage of analysis is to assess how much the endogenous construct or Y variable can be presented or can be explained by the exogenous variable or X variable from the test results that have been tested. This is done at the R-Square or R^2 test stage. If the R-Square is getting closer to the value 1, then the model is getting better. Normal if the R-Square 0.5 model is declared good.

The results of the R-Square Test in this study are as follows:

Table 3. Inner Model (R-Square)

Variable	R-Square (R2)
Buying decision	0.620
Buying Interest	0,519

Based on the table above, it can be seen that the purchasing decision variable with a value of 0.620 means $0.620 \times 100\% = 62\%$ and $100\% - 62\% = 38\%$ or 0.380. These results indicate that the Purchase Decision variable is influenced by Brand Ambassador with a value of 38% or 0.380 and there are 62% or 0.620 which may be influenced by other variables not discussed in this study. And second, there is a buying interest variable with a value of 0.519 which means $0.519 \times 100\% = 51.9\%$ and $100\% - 51.9\% = 48.1\%$ or 0.481. These results indicate that the buying interest variable is influenced by Brand Ambassador with a value of 48.1% or 0.481 and there are 51.9% or 0.519 which may be influenced by other variables not discussed in this study.

Test Q-Square (Q^2)

The Q-Square test refers to the Goodness of Fit (GoF) index, based on the Stone Gesser Q^2 value criteria. If the Q-Square value is above 0, then the research model that is built can be said to have predictive relevance, while if the Q-Square value is < 0 (zero), it indicates that the model lacks predictive relevance.

Table 4. Inner Model (Q^2)

Variable	Q^2
Buying decision	0,421
Buying Interest	0,322

Based on the data that has been processed and presented, it can be analyzed that there is a value in Q^2 on the Purchase Decision variable of 0.421 and the Purchase Interest variable of 0.322 which is measured by the measurement results processed using SmartPLS 3.0, the Q-Square value is obtained as follows:

$$Q\text{-Square} = 1 - (\Sigma SSE / \Sigma SSO)$$

Q^2 Buying decision

$$Q\text{-Square} = 1 - (323.271 / 558.000)$$

$$Q\text{-Square} = 0.421$$

Q^2 Buying Interest

$$Q\text{-Square} = 1 - (882.711 / 1302.000)$$

$$Q\text{-Square} = 0.322$$

Based on the calculation results above, it can be seen that the Q-square value of the purchase decision is 0.421. These results indicate that the percentage of this study is 42.1%. While the results of the other 57.9% are outside the results of this study. It can be said that this research can be said to have a good goodness of fit.

Furthermore, the Q-Square of Buying Interest is 0.322. These results show the percentage of this study is 32.2%. While the other 67.8% results are outside the results of this study. It can be said that this research can be said to have a good goodness of fit.

Hypothesis Analysis

Hypothesis testing is tested on the basis of the results of the Inner Model which includes output r-square, parameter coefficients and Tstatistics. To find out whether a hypothesis can be accepted or rejected is to pay attention to the significance value between constructs, Tstatistics and p-values. The Rules of Trumb used in this study is a T-statistic > 1.96 with a significance level of p-value 0.05 (5%) and the beta coefficient is positive and significant.

Table 5. Hypothesis Test

Variable	Original Sample	Standard Deviation (STDEV)	T-Statistic	P-Value
Brand Ambassador -> Buying Interest	0,273	0,083	3.305	0,001
Brand Ambassador -> Buying decision	0,128	0,103	1.234	0.218
Buying Interest -> Buying decision	0,326	0.092	3.527	0.000

- 1) Brand Ambassador for Buying Interests (H1) The first hypothesis examines the direct influence of Brand Ambassador on Purchase Intention. Based on the results of the study, the coefficient value of the brand ambassador on buying interest was 0.273 and the Tstatistic was 3.305. From these results it is stated that Tstatistics have a significant effect because > 1.96 with a P-value of 0.001 < 0.05 so that the first hypothesis is accepted. Thus, it can be stated that the brand ambassador has a positive and significant effect on buying interest.
- 2) Brand Ambassador for Purchase Decision (H2) The second hypothesis examines the direct influence of Brand Ambassador on Purchase Decisions. Based on the research results, it is known that the brand ambassador coefficient value for purchasing decisions is 0.128 and Tstatistik 1.234. From these results it is stated that Tstatistics has no significant effect because <1.96 with a P-Value of 0.218> 0.05 so the third hypothesis is rejected. Thus it can be stated that the brand ambassador has no significant effect on purchasing decisions.
- 3) Buying Interest on Purchase Decision (H3) 0The third hypothesis examines the direct effect of buying interest on purchasing decisions. Based on the results of the study, the coefficient of buying interest on purchasing decisions was 0.326 and Tstatistic was 3.527. From these results it is stated that Tstatistics have a significant effect because > 1.96 with P-Value 0.000 <0.05 so that the second hypothesis is accepted. Thus it can be stated that buying interest has a positive and significant effect on purchasing decisions.
- 4) Buying Interest mediates Brand Ambassador to Purchase Decision (H4) The next hypothesis examines the indirect effect of Brand Ambassador on Purchase Decisions through Purchase Intention. Based on the results of the study, the coefficient value of the brand ambassador on purchasing decisions through buying interest was 0.089 and the

Tstatistic value was 2.799. From these results it is stated that Tstatistics have a significant effect because > 1.96 with P-Value $0.005 < 0.05$ so the sixth hypothesis is accepted. Thus, it can be stated that buying interest has a positive and significant role and is proven to be able to mediate brand ambassadors in purchasing decisions and is declared as full mediation which means that it shows that buying interest mediates brand ambassadors on purchasing decisions.

Mediation Analysis

This study uses a mediation test by looking at the results of the SmartPLS output on bootstrapping the specific Indirect Effects section. Mediation analysis was used to test the mediating variable as a link between the independent and dependent variables as shown in Table 6.

Table 6. Mediation Results (Specific Indirect Effects)

Variable	Original Sample	Standard Deviation (STDEV)	T-statistic	P-Value	Information
Brand Ambassador-> Buying Interest -> Buying decision	0,089	0,032	2.799	0.005	Full Mediation

CONCLUSION

Based on the hypothesis, the results of data processing and discussion The results of this study indicate: Brand ambassador has a significant effect on buying interest in Lemonilo noodles in Bekasi City. Brand ambassador has no significant effect on the purchase decision of Lemonilo noodles in Bekasi City. Purchase intention has a significant effect on purchasing decisions for Lemonilo noodles in Bekasi City. Brand ambassadors through buying interest have an effect on purchasing decisions for lemonilo noodles in Bekasi City.

BIBLIOGRAPHY

Abdillah. (2021, December 19). *Metode Survey*. Rumusrumus.Com. <https://rumusrumus.com/metode-survey/>

Akramiah, N., Hastari, S., & Maulana Sari, I. (2021). *The Effect Of Brand Ambassador And Celebrity Endorser On Consumer Purchase Interest Of Le Minerale On Students Faculty Of Economics, Merdeka University, Pasuruan*. 3(1). <https://doi.org/10.31933/dijdbm.v3i1>

Anugerah, H. F. (2020). *Pengaruh Brand Image, Brand Ambassador, Word Of Mouth dan Testimony in Social Media Terhadap Keputusan Pembelian Hijab Sulthanah di Kota Tegal*.

Enre, A. E., Hutagalung, D., Simbolon, H. A., & Ong, M. T. (2020). Pengaruh Harga dan Kualitas Pelayanan terhadap Keputusan Pembelian CV Obor Pematangsiantar. *Owner*, 4(1). <https://doi.org/10.33395/owner.v4i1.173>

Fitrianto, E. M., . N., & . I. (2020). Brand Ambassador Performance and the Effect to Consumer Decision Using VisCAP Model on Online Marketplace in Indonesia. *Sriwijaya International Journal Od Dynamic Economics and Business*, 4(1), 21. <https://doi.org/10.29259/sijdeb.v4i1.21-30>

Goenawan, F., & Monica, V. (2020). *Efektivitas Penggunaan Brand Ambassador Laneige Dalam Model VisCAP*.

Kharisma, L., & Hutasuhut, S. (2019). *Peran Mediasi Minat Beli Pada Pengaruh Brand Ambassador dan Kualitas Produk Terhadap Keputusan Pembelian*. 8.

Kusnandar, V. B. (2019, July 3). *Inilah 10 Negara dengan Konsumsi Mi Instan Terbesar Dunia* 2018. Katadata.Com.

- <https://databoks.katadata.co.id/datapublish/2019/07/03/inilah-10-negara-dengan-konsumsi-mi-instan-terbesar-dunia-2018>
- Lestari, H. (2018). *Pengaruh Brand Ambassador dan Korean Wave Terhadap Citra Merek Serta Dampaknya Pada Keputusan Pembelian*. Universitas Brawijaya.
- Priantana, A. P., & Istiyanto, S. B. (2019). Strategi Manajemen Brand Ambassador Artis pada Industri Kuliner di Purwokerto. *Warta ISKI*, 2(02), 133–139. <https://doi.org/10.25008/wartaiski.v2i02.38>
- Ramadoni, W. (2020). *Pengaruh Promosi OVO Terhadap Minat Beli dan Keputusan Pembelian Pada Pengguna OVO*. <https://ejournal.umaha.ac.id/index.php/ecopreneur/article/view/673/535>
- Satria, A. A. (2017). Pengaruh Harga, Promosi, dan Kualitas Produk Terhadap Minat Beli Konsumen Pada Perusahaan A-36. In *PERFORMA: Jurnal Manajemen dan Start-Up Bisnis* (Vol. 2, Issue 1). <https://journal.uc.ac.id/index.php/performa/article/view/436/389>
- Shinta Nur. (2020). *Analisis Pengaruh Brand Ambassador, Advertising Campaign, Serta Country of Origin Terhadap Minat Beli Pada Situs Tokopedia.com*. Universitas Islam Negeri Syarif Hidayatullah Jakarta.
- Sriyanto, A., & Kuncoro, W. A. (2019). *Pengaruh Brand Ambassador, Minat Beli, Dan Testimoni Terhadap Keputusan Pembelian*.
- Tinggi, S., Ekonomi, I., Sibolga, A.-W., Bate', M. M., & Nasional, P. (2019). Pengaruh Media Sosial Terhadap Keputusan Pembelian Di Toko Kaos Nias Gunungsitoli. *Jurnal Ekonomi & Ekonomi Syariah*, 2(2).
- Widjanarko, W., Raya Jl Raya Perjuangan, J., Mulya, M., Utara, B., & Barat, J. (2020). *Halaman: 261-268 Terakreditasi Peringkat 5 (SINTA 5) sesuai SK RISTEKDIKTI Nomor* (Vol. 20, Issue 3). <http://ejournal.ubharajaya.ac.id/index.php/JKI>