



# The Effect Of Growth Hacking, Brand Image, Electronic Word Of Mouth On Repurchase Decisions On Beauty Products (Study On Adara Cosmetics)

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## ARTICLE INFO

### Article history:

Received Sept 01, 2022

Revised Sept 30, 2022

Accepted Oct 01, 2022

### Keywords:

Growth hacking;

Brand Image;

Electronic Word Of Mouth;

Repurchase Intention

## ABSTRACT

Market competition in the field of beauty products is getting tougher, causing many manufacturers to issue strategic marketing steps to introduce their products to the public. Manufacturers must have creative ways to appear superior to their competitors. Especially in today's digital era which increases opportunities for online customers to get access more easily to products or services of interest at competitive prices. Growth hacking, brand image, and electronic word of mouth are thought to effect repurchase intention. This research method uses inferential research type. The research sample used purposive random sampling technique. The data source uses primary data by distributing questionnaires. The analysis technique used is SEM-PLS and using a computer program. The results of the study showed that: (1) Growth Hacking has a positive and significant effect on Repurchase Intention; (2) Brand Image has a positive and significant effect on Repurchase Intention; (3) Electronic word of mouth has a positive and significant effect on repurchase intention.

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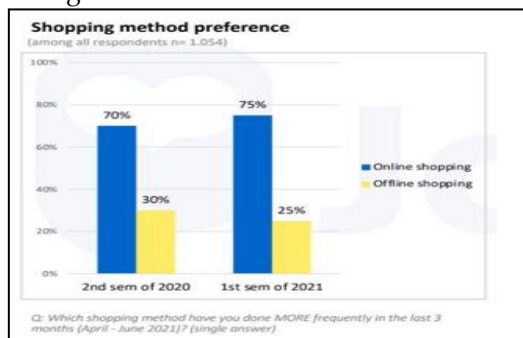
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## INTRODUCTION

Beauty products are human needs that are often used, especially women in beautifying themselves. Local beauty products have received attention, which in the past few years in 2018 were ranked the most consumed by the Indonesian people, previously there were also imported products from Japan, Korea, and Europe. Based on observations, through online media it was found that local beauty products flooded with interest, namely in terms of people's incomes of <Rp1 million to >Rp10 million. People choose local beauty products with an average of 94% and the rest on average choose imported beauty products from Japan, Korea, and Europe [1].

Beauty products have an important role for a person's appearance to look more confident and attractive. The online research was conducted in April 2017 and collected 4,166 respondents in ten European countries. The results show that 71% of consumers feel that cosmetic and personal care products are important in their daily lives. The study also shows that 80% of consumers feel that cosmetic and personal care products are important to increase one's self-confidence. In addition, 72% of consumers feel that these beauty products are useful for improving their quality of life [2].

Market competition in the field of beauty products is getting tougher, causing many manufacturers to issue strategic marketing steps to introduce their products to the public. Adara Cosmetics (hereinafter: Adara) is a company in the skin care sector that was founded in 2019. Adara is a beauty product that was created with the aim of providing safe, quality, competitively priced products, especially for millennials. Adara arrived not long before the pandemic hit the world. Thus, it can be said that the company has a bigger challenge because it is classified as a new business actor in this field. The pandemic has changed people's shopping habits, from offline to online digitization. This is also done to support the PSBB (Large-Scale Social Restrictions) program implemented by the government. Thus, people's spending behavior shows a shift in habits.



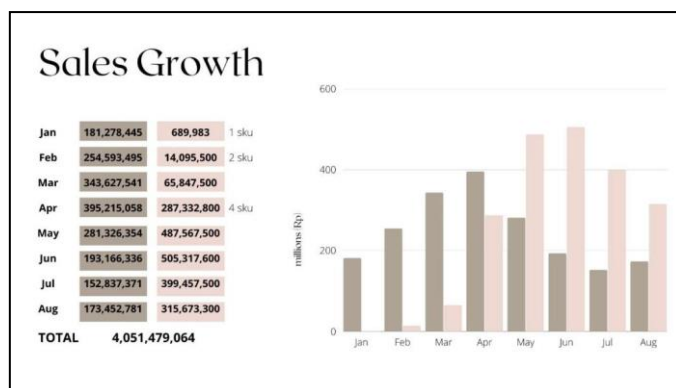
**Figure 1.** Changes in spending methods from the second semester of 2020 and the first semester of 2021



**Figure 2.** Comparison of Online Shopping in 2020 and the First Semester of 2021

Source: Ecommerce Trend 1<sup>st</sup> Semester of 2021. (<https://blog.jakpat.net/indonesia-ecommerce-trend-1st-semester-of-2021-jakpat-survey-report/>)

The data above can be described which illustrates that online shopping behavior will increase by 70% in 2020 and will increase again by 5% in 2021. At that time, society showed that shopping behavior for beauty products was ranked third after fashion and electronic equipment. Then followed by food, healthy, home living, travel, and baby kids. The beauty products chosen by the public during the pandemic in 2020 to 2021 have increased by a difference of 18%. During the pandemic, as a beauty product, Adara experienced an increase although it also experienced a decrease every month from 2020 to 2021. This can be seen in the sales revenue target report as follows:



**Figure 3.** Sales Growth in 2021

Source: Company Pitching Data

This data explains that the highest sales revenue growth was achieved at Rp505.32 million in June 2021. However, Adara also experienced a decline in sales revenue growth. This is evident from the form of the graph shown in Figure 3. Therefore, researchers are interested in examining Adara as a product selection study with several factors due to the increase and decrease in sales growth revenue.

Growth hacking is one of Adara's strategies to accelerate sales growth and product introduction from producers to consumers. However, there is the next challenge, namely whether by using the growth hacking technique Adara can attract people by automatically repurchasing their products. In addition to growth hacking, repurchase intention is also predicted to be affected by brand image and electronic word of mouth (eWOM). Furthermore, the role of digital and brand image can be a double-edged sword for the company. Brand image is a set of unique associations in the minds of customers regarding the implied meaning attached to a product [3],[4]. Therefore, a brand must work hard to maintain the image of their products by being careful in marketing, introducing, and promoting their products.

In the digital era, negative issues spread quickly and can have a long-term impact. Consumers do not only look at the quality of products or services related to the brand, but also consider the image presented by a brand [5], [6]. Brand image is defined as the consumer's perception of the brand which is reflected through a strong, beneficial, and unique association with the brand in the consumer's memory. These associations include associations with brand attributes (descriptive features that characterize a product or service) and brand benefits (personal values and meanings that consumers associate with products or services) and brand attitudes [7].

Repurchase intention is the effect of consumer satisfaction with a product and service of a product. Repurchase intention is defined as a consumer's decision to repurchase the same product from the same company [8], [9]. In e-commerce, customer repurchase interest will appear after making a purchase accompanied by a feeling of satisfaction in shopping using the application.

Nowadays consumers often read reviews of a product before making a purchase decision [9]. EWoM can be said to spread review information from previous consumers who have used a product via the internet [10][11]. E-WoM as an expression of the actual and potential strengths or weaknesses of the product. EWOM which is an important role for marketing and can be communicated or browsed data through several activities such as website-based, discussion forums and also online news sites. eWOM participation itself is divided into two; passive and active. Active users participate by writing in the opinion column, while passive users are involved in reading comments and testimonials on certain sites. E-WoM is considered more efficient than standalone WoM due to its greater reach and availability. The information in EWoM can guide consumers effectively when evaluating a product or brand.

## METHOD

The research used in this study is a quantitative research type, where the data collection process is numerical or statistical. The process of collecting data in this study is the primary data source distributing questionnaires to each individual. The filling process is carried out privately with the hope that the data is filled out accurately. Testing the variables using a hypothesis to determine the effect of Growth Hacking, Brand Image, eWoM on repurchase intention partially. The number of populations in this study is unknown, so the sample selection is done by using purposive sampling, namely the technique of determining the sample with certain considerations. This technique can be interpreted as a sampling process by determining in advance the number of samples to be taken. Then, the sample selection is carried out based on certain objectives as long as it does not deviate from the characteristics of the predetermined sample [12]. The previous questionnaire has been tested to get the value of validity and reliability, which are as follows:

**Table 1.** Validity and Reliability

Variable	Item	Outer Loading	Valid	Composite Reliability	Reliability
Growth Hacking	GH1	0.882	Valid	0.888	Reliable
	GH2	0.900	Valid		
	GH3	0.854	Valid		
	GH4	0.705	Valid		
	GH5	0.734	Valid		
Brand Image	BI1	0.775	Valid	0.910	Reliable
	BI2	0.735	Valid		
	BI3	0.880	Valid		
	BI4	0.797	Valid		
	BI5	0.725	Valid		
EWOM	EMOW1	0.772	Valid	0.910	Reliable
	EMOW2	0.848	Valid		
	EMOW3	0.864	Valid		
	EMOW4	0.746	Valid		
	EMOW5	0.799	Valid		
	EMOW6	0.717	Valid		
Repurchase Intention	RI1	0.852	Valid	0.926	Reliable
	RI2	0.805	Valid		
	RI3	0.842	Valid		
	RI4	0.812	Valid		
	RI5	0.856	Valid		
	RI5	0.767	Valid		

The data analysis techniques used include descriptive statistics and Structural Equation Modeling (SEM) tests with Smart Partial Least Square (SmartPLS).

## RESULTS AND DISCUSSION

The first variable used in this research is Growth Hacking which is one of the marketing techniques used by the company in developing market share.

**Table 2.** Descriptive on Growth Hacking Variables

No.	Indicator	Mean	Min	Max	Standard Deviation
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1	GH1	4.531	1	5	0.623
2	GH2	4.454	1	5	0.597
3	GH3	4.550	1	5	0.584
4	GH4	4.613	1	5	0.575
5	GH5	4.576	1	5	0.594
<b>Mean Total</b>		<b>4.605</b>			

The results of the descriptive statistical analysis seen in the table above show that the respondents gave a fairly high value to the variable with a total mean value of 4,605 which symbolizes that the respondents who bought Adara were due to a good growth hacking strategy such as the intensity of advertisements appearing on internet and social media pages.

### Brand Image

The second variable used and examined in this study is Brand Image which is the entire brand entity of Adara Cosmetics products.

**Table 3.** Descriptive on Brand Image Variables

No.	Indicator	Mean	Min	Max	Standard Deviation
1	BI1	4.531	1	5	0.623
2	BI2	4.455	1	5	0.597
3	BI3	4.553	1	5	0.584
4	BI4	4.614	1	5	0.575
5	BI5	4.576	1	5	0.594
<b>Mean Total</b>		<b>4.545</b>			

The descriptive statistical data in the table above shows that the total mean which is 4,545 is a fairly high value. This means that the respondents agree that Adara Cosmetics has a good brand entity image.

### Electronic Word of Mouth

The third variable used in this study is e-WOM which is one of the marketing techniques used by the company in developing market share.

**Table 4.** Descriptive on Variable Electronic Word of Mouth

No.	Indicator	Mean	Min	Max	Standard Deviation
1	EWOM1	4.515	1	5	0.682
2	EWOM2	4.295	1	5	0.759
3	EWOM3	4.409	1	5	0.761
4	EWOM4	4.561	1	5	0.596
5	EWOM5	4.523	1	5	0.636
6	EWOM6	4.008	1	5	1.115
<b>Mean Total</b>		<b>4.385</b>			

The descriptive statistical data in the table above shows that the total mean which is 4,385 is a fairly high value. This means that the respondents agree that electronic word of mouth in the form of online testimonials has an effect on Adara Cosmetics sales.

### Repurchase Intention

The fourth variable is the dependent variable used and examined in this study is repurchase intention which is the entire brand entity of Adara Cosmetics products.

**Table 5.** Descriptive on the Variable Repurchase Intention

No.	Indicator	Mean	Min	Max	Standard Deviation
1	RI1	4.788	1	5	0.495
2	RI2	4.621	1	5	0.559
3	RI3	4.447	1	5	0.746
4	RI4	4.545	1	5	0.723

5	RI5	4.431	1	5	0.723
6	RI6	4.023	1	5	1.045
<b>Mean Total</b>		<b>4.476</b>			

The descriptive statistical data in the table above shows that the total mean, which is 4,476, is a fairly high value. This means that the respondents have a high initiative to repurchase Adara Cosmetics products.

**Inferential Statistics**

Inferential statistics there must be a firm and definite belief in the representative generalization of the sample of respondents and the objects in the research to be analyzed. This study uses Structural Equation Modeling (SEM) analysis with the alternative model being Partial Least Square (PLS). Structural Equation Model is also used to be able to analyze the path model that displays and explains the relationship between the variables studied.

**Structural Model (Inner Model)**

The evaluation of processed PLS-SEM data is carried out by assessing the measurement model and structural model [13]. Structural models can be evaluated and researched also by looking at the size of the variance presentation seen from the R-Square value and the last test is to look at the fit model in the study. The VIF test results can be seen in the following table:

**Table 6.** Inner VIF Test Results

<b>Variable</b>	<b>Repurchase Intention</b>
Growth Hacking	1.848
Brand Image	1.613
Electronic Word of Mouth	1.502

**Table 7.** Outer VIF Test Results

	<b>VIF</b>
GH1	2.348
GH2	2.070
GH3	1.531
GH4	1.180
GH5	1.474
BI2	1.235
BI3	1.583
BI4	1.405
BI5	1.444
EWOM1	1.699
EWOM2	1.920
EWOM3	1.798
EWOM5	1.390
EWOM 6	1.091
RI1	1.940
RI2	1.327
RI3	1.882
RI4	1.294
RI5	1.533

Level of collinearity in a variable or construct can be said to be high if there is a VIF value that is more than 5 [14]. there is. It can be seen in the table above, both on the Inner VIF of the processed data, there are no results that exceed the number 5 and all indicators are below the number 5, therefore it can be said in this data the level of collinearity is low. This study uses a model in

accordance with the previously mentioned hypothesis. The research model can be seen in the image below:

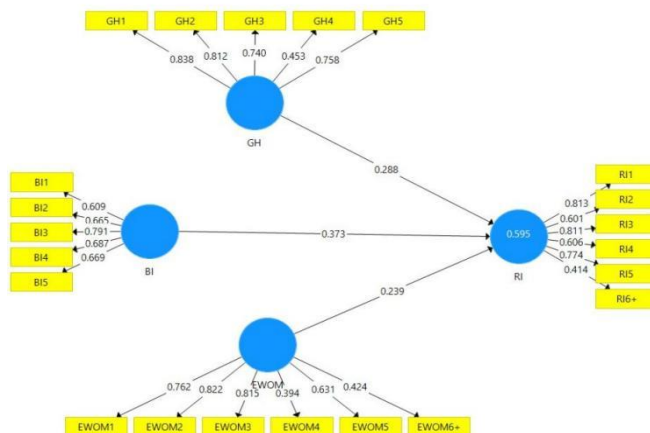


Figure 5. Research Model Before Testing

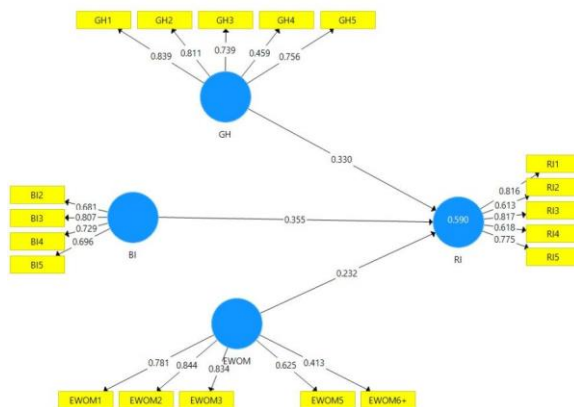


Figure 6. Research Model After Testing

In the research model above, after data processing and data processing there are already several indicators for variables that are eliminated and deleted to get the AVE value and Construct Reability. For further analysis, the analysis of the inner model that is carried out is the R-Square test where this test is carried out to measure the effect of the independent variable or certain independent variables on the dependent variable or the dependent variable. R-Square is a value that shows the percentage of the total variable Y which is explained by the regression model consisting of the X variable. The state of this data is substantial, moderate, and weak, namely 0.75 0.050, and 0.25. The results of the R-Square can be seen in the image of the research model above of 0.590. In this case, it can be interpreted that the variables of growth hacking, brand image, and e-wom have an effect on repurchase intention of 59% included in the moderate category [14].

**Hypothesis Test Results**

Table 8. Path Coefficient Test Results

Path	Hypothesis	Original Sample (O)	T-Statistic	P-Values	Conclusion
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<b>Growth Hacking -&gt;</b>					
<b>Repurchase Intention</b>	H1	0.330	3.700	0.000	Hypothesis Supported
<b>Brand Image -&gt;</b>					
<b>Repurchase Intention</b>	H2	0.355	4.128	0.000	Hypothesis Supported
<b>Electronic Word of Mouth -&gt;</b>					
<b>Repurchase Intention</b>	H3	0.232	2.095	0.018	Hypothesis Supported

Source: Data Processing Results from SmartPLS 3.0 (2022)

There are several factors that effect repurchase intention in consumers as follows:

After testing the bootstrapping data, the T-Statistic and P-value indicators can be seen, where the T-statistic represents the significance, and the P-value represents the effect between variables. Hypothesis testing aims to confirm the relationship between variables [15]. Based on the significance side is the T-statistic which the value of the T-Statistic must be greater than the T-Table which is worth 1.645. Hypothesis testing uses a significance level of 5%, which means that if the P-Values in the Path Coefficient Table are below 0.05, then there is an effect between these variables. The explanation for the conclusion of the hypothesis results can be seen in the following results:

H1: Growth Hacking has a positive and significant effect on Repurchase Intention

The Growth Hacking variable on the Repurchase Intention variable has a T-Statistic value of 3.700 and a P-Value of 0.000. For this hypothesis to be accepted, the T-Statistic must be greater than the T-Table which is 1.65 and the P-Value must be less than 0.05 because this study uses a significance level of 0.05. In addition, from the Original Sample number, if it is positive, the effect and relationship between the two variables moves towards positive and vice versa. From the table above, the relationship between Growth Hacking and Repurchase Intention is positive and also significant as seen from the P-Values value which is smaller than 0.05. Therefore, it can be concluded that Growth Hacking has a positive and significant effect on Repurchase Intention.

H2: Brand Image has a positive and significant effect on Repurchase Intention

The Growth Hacking variable on the Repurchase Intention variable has a T-Statistic value of 4.128 and a P-Value of 0.000. For this hypothesis to be accepted, the T-Statistic must be greater than the T-Table which is 1.65 and the P-Value must be less than 0.05 because this study uses a significance level of 0.05. In addition, from the Original Sample number, if it is positive, the effect and relationship between the two variables moves towards positive and vice versa. From the table above, the relationship between Brand Image and Repurchase Intention is positive and significant as seen from the P-Values value which is smaller than 0.05. Therefore, it can be concluded that Brand Image has a positive and significant effect on Repurchase Intention.

H3: Electronic Word of Mouth has a positive and significant effect on Repurchase Intention

The Growth Hacking variable on the Repurchase Intention variable has a T-Statistic value of 2.095 and a P-Value of 0.018. For this hypothesis to be accepted, the T-Statistic must be greater than the T-Table which is 1.65 and the P-Value must be less than 0.05 because this study uses a significance level of 0.05. In addition, from the Original Sample number, if it is positive, the effect and relationship between the two variables moves towards positive and vice versa. From the table above, the relationship between Electronic Word of Mouth and Repurchase Intention is positive and significant as seen from the P-Values value which is smaller than 0.05. Therefore, it can be concluded that Electronic Word of Mouth has a positive and significant effect on Repurchase Intention.

## Discussion

This subsection discusses the results of the research as confirmation of the findings. The discussion in question includes the effect of Growth Hacking on Repurchase Intention, the effect of



Brand Image on Repurchase Intention, and the effect of Electronic Word Of Mouth on Repurchase Intention as follows:

### **The Effect of Growth Hacking on Repurchase Intention**

Growth Hacking has a positive and significant effect on repurchase intention. This utilization can be used as a marketing strategy. Low cost but effective for disseminating information that aims to introduce products and can execute customers to buy.

The era of the industrial revolution 4.0 which will further maximize and strengthen the role of technology and computerization from the previous era. In the past, the dominant role of technology was only in the production sector. All industrial sectors have utilized technology to maximize and streamline the processes that take place in it. Currently, technology has been used starting from the initial stages such as product design to the final process, namely selling products to consumers. Because of the enormous benefits, industry players will always try to analyze and maximize the role of this technology in order to improve the business model they run [16].

Growth Hacking is a technology-savvy, data-driven marketer who understands products and is comfortable working in resource-constrained environments. It was clarified that Growth Hacking was used as an advertising strategy that prioritized market share or data that would be accessible according to customer needs.

The decision to repurchase is a form of consumer behavior who wishes to repurchase or choose a product based on experience, use and desire for a product. From this statement, it can be explained that the repurchase decisions made by consumers are based on the first time they buy, which is considered the most important thing to make consumers make repeat purchases in the future. The more satisfied consumers are and get a good experience with their first purchase, the more likely they are to make repeat purchases in the future [17].

Information about beauty products is very easy to access, customers will find it easy to find information. The very rapid growth of information technology has created new business opportunities in pursuit of business success. Internet technology has made today's business borderless and timeless. The decision process has at least five stages, including need recognition, information seeking, evaluating alternatives, determining purchasing and purchasing behavior, which generally constitute satisfaction with the selection of decisions taken [18].

Available in e-commerce can help local products can be recognized and easy to transact. The impact on sales will be large if many consumers and customers visit the site and know the brand that is being offered. One of the goals of effective marketing is to introduce the existence of a product to be top of mind and become the choice of consumers to buy the products offered. After the product is available in e-commerce, you can use the method by spreading it effectively on social media which is currently also available with the AdSense feature as mass advertising [19].

Local beauty products are offered according to customer expectations. This of course needs to be displayed in the form of video testimonials or ease of use. Customers who make purchases and say good things about the products or services they consume and then recommend them will lead to achieving the goal of retaining customers [20].

### **Effect of Brand Image on Repurchase Intention**

Brand Image has a positive and significant impact on Repurchase Intention. Brand image needs to be built so that the formation of customer memory can be an appropriate memory when the customer needs it. With this memory, customers will remember with experience the knowledge about the goods or services to be purchased. A good brand image can form in the minds of customers to recommend individually in their interests and buying decisions. Brand image is formed from consumer thinking about a brand in an abstract way, therefore, brand image refers to the intangible aspect. Great opportunities are created because when customers need and want to buy, a good brand image will appear [4], [21].

The results of this study are in line with research [6], [22], [23] namely high brand image will result in repurchase intention on certain products. The customer's buying interest is very strong and will side with the brand image that has been remembered by the customer.

Brand image, among others, can easily distinguish local products from other foreign products. The strength of the brand image can be influenced to do repurchase intention even though there are competitors from other similar brands. The better and more positive a brand image will be, it will have an impact on purchasing decisions by customers [22]. Another opinion said that a strong brand image can be firmly attached to the minds of customers

The information conveyed by local products is very clear. This clarity makes the product function as expected by the customer. The clarity of certain products can be considered by customers in making purchasing decisions. This clarity is able to form a brand image of buying interest and make repurchases in the future. Customers tend to have instilled a brand image regarding the clarity of the product in the customer's memory. Customers will feel satisfaction with products that are clearly in line with their expectations [24].

Local products also have a good reputation. Reputable products are usually customers who have made several purchases to take advantage of their experience. A good reputation can make a good brand image and will be the customer's choice in repurchasing. Customers believe that the product has a value or reputation and remains in the customer's memory [25].

Product safety is also the customer's choice in making buying decisions. If the product to be purchased has a sense of security for consumption, the higher the brand image and will have a security value in the product. Customers will repurchase products that have a safety value, because they have been tested and customers have proven that the product is safe for consumption [26]

The benefits of the product make the product continuously known by customers. Customers in making decisions in buying, of course, customers will assess the benefits of the product. Customers who have purchased and used by customers and brought positive effects, of course, customers will remember the product. The value of the product for the benefits of the product will provide a positive brand image, and customers will repurchase the product which of course can be useful according to the customer's needs [25], [27].

#### **Effect of Electronic Word Of Mouth on Repurchase Intention**

Electronic Word of Mouth has a positive and significant impact on Repurchase Intention. E-WOM is able to influence repurchase intention [8]. E-WOM is an effective tool for building brand awareness, creating sensation in the market, influencing purchasing decisions, and developing brand loyalty. Informal communication about brands, products and services either positively or negatively to potential customers and permanent consumers about a product or company via the internet [28].

This is because technology will be able to expand the range of word of mouth delivered. This form of word of mouth is called electronic word of mouth, the people who will deliver this e-wom are called effectors of marketing. Effect marketing is defined as certain people who have the ability to spread reviews or recommendations of a product to their followers in cyberspace [16].

Public figures in the mass media can influence customers. This is because the public figure has been widely known in the community. In addition, public figures usually use their followers to introduce positive products to the product. Many followers receive product information and so will consider and purchase interest.

Opinions are made with a celebrity endorser, a figure as a resource person who is used to help an advertisement so that the advertisement becomes more attractive and is able to get the attention of consumers of a product. The use of celebrity endorsers in a product advertisement is a creative way to market products or services, because it can be said that if the celebrity endorser used is able to convey a message and information well, then this will be a driving factor in influencing buying interest in a product or service [29].

Opinions expressed by local beauty products are honest testimonials. Testimonials reviewed should be in accordance with the benefits that the product has provided. This makes the product has high credibility. Information credibility shows the extent to which the recipient of the information learns and adopts the information received, if the information received is considered credible, then the recipient of the information will be more confident to use the information to make purchasing decisions [8]

High reviews and ratings can influence customers to repurchase. This effect is the influence of customer satisfaction previously assessed for a particular product. The existence of reviews and ratings makes the product directly provide an illustration that the product is purchased by the public. Rating can also be interpreted as an assessment of the user's preference for a product to the consumer's experience referring to the psychological and emotional state that consumers live with a product. Disclosure of rating is the opinion of consumers on a certain scale. A popular rating scheme for rating in online stores is to give it a star. The more stars you get, the better the sales rating [23], [30].

## CONCLUSION

Based on the research, the processed data, and the results of the analysis in the previous data section, conclusions can be drawn from this study regarding the effect of Growth Hacking, Brand Image and Electronic Word of Mouth on the Repurchase Intention of Adara Cosmetics beauty products as follows: (1) Growth Hacking has a positive and significant effect on Repurchase Intention; (2) Brand Image has a positive and significant effect on Repurchase Intention; (3) Electronic Word of Mouth has a positive and significant effect on Repurchase Intention.

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