

The Role of Brand Ambassador, Event Marketing and Digital Marketing on Purchase Decisions User Shopee

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Abstract

Study this aim to test and analyze the influence of the role of brand ambassadors, event marketing and digital marketing on the purchasing decisions of shopee users. The type of research isafdqantitative by number of samples research that is 100 consumers. The conclusion from the results of this study is the results of the Latent Variable 1 hypothesis test, namely the brand ambassador has a path coefficient value of 0.525 and a p-value of 0.000 <0.05 so that the hypothesis is accepted or fragmented by positive and significant dominance. The results of the Latent Variable 2 hypothesis test that event marketing has a path coefficient value of 0.280 and a p-value of 0.003 <0.05 so that it partially has a positive effect. The results of the Latent Variable 3 hypothesis test, namely digital marketing has a path coefficient value of 0.141 with a p-value of 0.157 > 0.05 and a t-statistic of 1.418 so that fragmentation does not have a positive effect on purchasing decisions.

Keywords

brand ambassador; event marketing; digital marketing; decision purchase



I. Introduction

The growth of the e-commerce market in Indonesia continues to increase every year, especially in recent years with the pandemic. Many consumers who previously never shopped online now have to rely on online shopping platforms to meet the needs of consumers. This growth is also inseparable from the development of buildings and infrastructure and digital in Indonesia, e-commerce is an alternative way for Indonesian people to buy and obtain products. This year, almost all internet users in Indonesia have touched the figure of 88% in buying products online. According to Royan (2004) Brand Ambassador has its own influence for the company because the brand ambassador here is a famous person. According to Summardi and Yoris Sebastian, Event marketing has a big role in marketing strategy activities. Events are more than just promotions, because events can give a deeper impression in direct consumer involvement. Afrilia, 2018 that in increasing the number of consumers, that the role of social media is a means of the easiest digital marketing campaign to use.

Indonesia's digital economy itself is driven by those born above 1990 that are active in adapting digital technology who spend a lot of time on the internet. According to iPrice data, the number of marketplace users in the 3rd quarter of this year increased compared to the 3rd quarter of last year. One of the e-commerce marketplace platforms that are currently widely used to sell online in Indonesia is Shopee. Not only shopee, all marketplaces have a goal so that their platform is always visited and finally there is an impact on online transactions that can bring big financial benefits.

In a few months in 2019 and 2020, shopee has managed to become the best e-commerce marketplace platform and beat several other platforms such as Tokopedia, Lazada, Bukalapak and Blibli. It seems that there continues to be intense competition between e-commerce platforms commerce, and it can be seen from the change in the number of accessors to the digital shopping platform, Tokopedia has become the number one shopping market, beating shopee. Based on Similar web data, in the period of January 2021, the digital shopping platform created by the nation's children did dominate the digital buying and selling scene. If in the previous period Shopee won the top e-commerce ranking, now Tokopedia has won Shopee's position. It can be seen that Tokopedia has a traffic share of 32.04%. The number of Tokopedia users is the highest among others, reaching 129.1 million per month. Based on the data, the user spent 6 minutes 23 seconds. Where the use of mobile leads by 62.7% computers from desktop by 37.3% spend 6 minutes 12 minutes. The second is shopee is widely used via mobile and as much as 72.4% and 21.3% desktop. The third rank is Bukalapak with a traffic share of 8.23%. Visitors per month an average of 33.16%. As for Lazada and blibli, which are 4th and 5th respectively, with 28.6 million and 16.9 million monthly visitors, respectively. The next rank is iprice, next is amazon, cekreasi, ralali and lastly is JD.ID. Traffic from the top 10 varies, ranging from 2.43% for iprice to JD.ID whose traffic is only 1.03%.

Several campaigns have been carried out by Shopee to attack the number of users, including cashback, free delivery with no minimum order and selection of brand ambassadors from popular people. Shopee also does brilliant ideas such as events, namely making unique dates such as moments 7.7 and 12.12. In addition, Shopee also targets the millennial generation to be more comfortable in accessing their applications with In-Apps games, this strategy results in a high increase in user engagement in the Shopee application, it can be concluded that In-App Games and entertainment features that are present at Shopee give the impression positive for the increase in the total monthly active shopee users in Indonesia, but it turns out that it's still not enough to provide resistance because the competition is getting hotter.

Therefore, this study aims to analyze more deeply, whether brand ambassadors, event marketing and digital marketing are effectively able to increase the number of shopee users, which leads to the purchase decisions of these shopee users.

II. Review of Literature

2.1 Brand Ambassador

Brand Ambassador is a marketing term for a person or group employed by an organization to promote a brand in the form of products or services, both nationally and internationally. Brand Ambassador Indicator (According to Royan 2004)

1. Attractiveness (Attractiveness)
2. Expertise (Skill)

2.2 Event Marketing

Event Marketing is the most effective way of marketing to bring products closer to the market.

Event Marketing Indicators (According to Wood 2009)

1. Intensity (Intensity)
2. Innovation (Innovate)
3. Integrity (Integrity)
4. Interaction (interaction)

2.3 Digital Marketing

Digital marketing is an effort to promote a brand using digital media that can reach consumers in a timely, personal and relevant manner. Digital marketing is considered effective to be applied by MSMEs in marketing their products. Mujiana and Abdul (2012) said, one of the competitiveness that MSMEs must have is the mastery of information technology. Digital marketing can be an opportunity for MSMEs in getting consumer attention. Icha (2016) also states that the fastest way to get attention from consumers and in a wide variety of ways in which organizations have been found to connect with their consumers is through social media. Purwana et al. (2017) further states that digital marketing is a promotional activity and market search through digital media online by utilizing various means such as social networking. (Gunawan et al, 2020) Digital Marketing Indicators (According to Andi Sukandi, Nunung Ayu Sofiati, and Yoyo Sudaryo)

1. Engagement Website
2. Social Engagement

2.4 Buyer's Decision

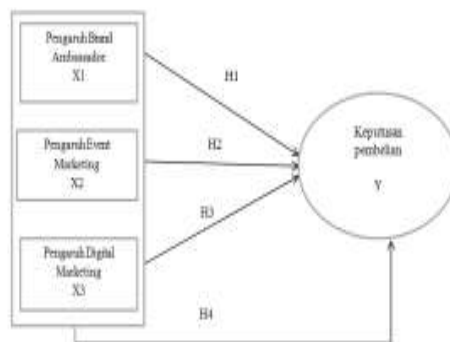
Buyer Decision is an integration process used to combine knowledge to evaluate two or more alternative behaviors.

Buyer Decision Indicators:

1. Duration
2. TrustWorthiness

2.5 Conceptual Framework

Based on the background and theory mentioned earlier, the following conceptual framework is described:



H1: Brand Ambassador influences the purchasing decisions of Shopee users.

H2: Event Marketing affects the purchasing decisions of Shopee users.

H3: Digital Marketing affects the purchasing decisions of Shopee users.

H4: Brand Ambassador, Event Marketing and Digital Marketing on Shopee users' purchasing decisions

III. Research Methods

According to Sugiyono (2013:13), quantitative research methods can be interpreted as research methods based on the philosophy of positivism, used to examine certain populations or samples, sampling techniques are generally carried out randomly, data collection using research instruments, data analysis is quantitative / statistics with the aim of testing the established hypotheses. The population used in this study are people who live in the city of Medan who have used or transacted on the online shopping website Shopee.com. The sampling method used is the purposive sampling method. This study predicts the determination of the number of samples taken is 100 respondents.

3.1. Source Type Data

Sources of data obtained for this research is to use primary data and secondary data. Namely:

a. Primary data

According to Sugiyono (2017; 193) primary data is a data source that directly provides to data collectors.

b. Secondary Data

According to Wardiyanta in Sugiarto (2017: 87), secondary data is information obtained not directly from sources but from third parties. The data obtained for this research is through APJI data, journal references, thesis references related to this research.

Sampling is a sampling technique with certain criteria. The criteria specified in this sampling are

a. Consumers > 18 years old

b. People who have used or transacted on the Shopee.com online shopping site

3.2. Operational Definition

Table 1. The operational definition in this study is made in the form of a table as follows:

Variable	Operational Definition	Indicator
Brand Ambassador	A marketing term for a person or group hired by an organization to promote a brand in the form of a product or service, both nationally and internationally	1. <i>Attractiveness</i> (Power pull) 2. <i>Expertise</i>
Event Marketing	The most effective marketing way to bring the product closer to the market	1. <i>Intensity</i> (Intensity) 2. <i>Innovation</i> (Innovate) 3. <i>Integrity</i> (Integrity) 4. <i>Interaction</i> (interaction)
Digital Marketing	An effort to promote a brand by using digital media that can reach consumers directly timely, personal and relevant	1. <i>Engagement Website</i> 2. <i>Social Engagement</i>
Buyer's Decision	An integration process used to combine knowledge to evaluate two or more alternative behaviors.	1. <i>Duration</i> (<i>Duration</i>) 2. <i>TrustWorthiness</i>

3.3. Research Model

The research model is formulated as follows

$$Y = A + B_1X_1 + B_2X_2 + B_3X_3 + e$$

Information:

Y = Purchase decision

X1= Brand Ambassador

X2=Event Marketing

X3= Digital Marketing

B1, B2, B3 = Coefficient of Independent Variable e = Standard Error.

IV. Results and Discussion

4.1. Test Measurement or Outer Model

a. Validity Test with Convergent Validity

Validity test is carried out using evaluation *measurement outer model* with Convergent Validity the magnitude of the loading factor for each > 0.7 on the intended variable. The following is a schematic drawing of the outer model (smartpls test).

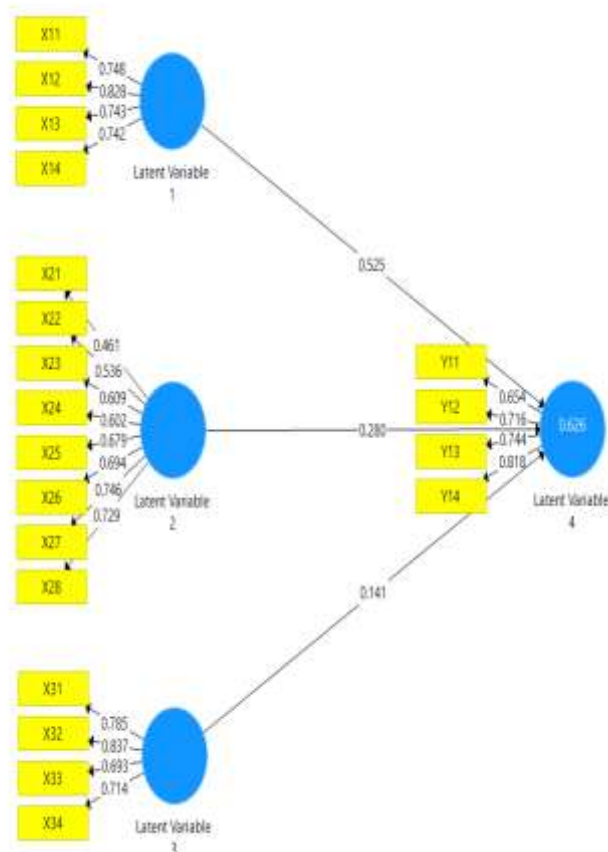


Figure 1. Outer model scheme

The output describes the relationship between the latent variable and indicators as follows:

Table 2. Outer Model (Outer Loading)

	Latent Variable 1	Latent Variable 2	Latent Variable 3	Latent Variable 4
X11	0.748			
X12	0.828			
X13	0.743			
X14	0.742			
X27		0.746		
X28		0.729		
X31			0.785	
X32			0.837	
X34			0.714	
Y12				0.716
Y13				0.744
Y14				0.818

Mark *outer loading* in table 3.2 is 0.837 for each variable at the outer loading value which is > 0.7 , it can be stated that the outer loading value of each variable has met the conditions or no variables have been discarded.

b. Validity Test with Discriminant

This test looks at and compares between *discriminant validity* and square root of average variance extracted (AVE). The measurement model is measured based on cross loading with the construct. If the correlation of the latent construct predicts the indicator better than other constructs. If the value is higher than the correlation value between the constructs, then good discriminant validity is achieved (if $AVE > 0.5$) following the AVE measurement results for each indicator:

Table 3. Measurement with AVE Kriteria Criteria

	Average Variance Extracted (AVE)
Latent Variable 1	0.587
Latent Variable 2	0.408
Latent Variable 3	0.577
Latent Variable 4	0.541

From the measurement results above, it can be seen that of the four variables, only X2 does not meet the AVE criteria. This can be reviewed again on the outer loading of the latent variable X2. In the latent variable X2, there is a red one. The red color on the PLS output indicates that the data needs to be reprocessed or removed from the data sample. In addition, the standard in PLS 3.2.7 data has outer loading >0.5 . From the results of the AVE measurement, it can be seen that only *Latent Variable 1*, *Latent Variable 2*, and *Latent Variable 4* which meet the requirements because they have a value greater than the specified rule of thumb, which is 0.5.

c. Reliability Test with Composite Reliability

To determine composite reliability, if the composite reliability value is > 0.7 , it can be said that the construct has high or reliable reliability and > 0.6 is said to be quite reliable. The results of the reliability test with composite reliability are as follows:

Table 4. Measurement with Composite Reliability

	Composite Reliability
Latent Variable 1	0.850
Latent Variable 2	0.844
Latent Variable 3	0.844
Latent Variable 4	0.824

From the measurement results in Table 3.4, all latent variables have a value of *composite reliability* > 0.7 , meaning that all variables are appropriate and feasible to be tested variables to determine their effect on the dependent latent variable, namely firm value.

d. Reliability test with Cronbach Alpha

For the reliability test, it is strengthened by the presence of *cronbach alpha* where the consistency of each answer is tested. Cronbach alpha is said to be good if > 0.6 . Regarding the results of the cronbach alpha measurement is as follows:

Table 5. Measurement with Cronbach Alpha

	Cronbach's Alpha
Latent Variable 1	0.766
Latent Variable 2	0.789
Latent Variable 3	0.754
Latent Variable 4	0.718

The results of the measurement in Table 3.5 can be seen that each latent variable Cronbach alpha value > 0.6 is said to be good.

4.2. Structural Model Test (Inner Model)

a. R-square

R-square used to determine the variation of the dependent variable which can be explained by the variation of the independent variable. The results of the measurement of the inner model with PLS are as follows:

Table 6. *R-Square*

R Square		
Matrix	R Square	R Square Adjusted
	R Square	R Square Adjusted
Latent Variable 4	0.626	0.614

Based on value *R-square* 0.626 this value indicates that for the large influence of latent variables X1, X2, X3 with the two indicators on the latent variable, namely Latent Variable 4 with an indicator of 0.626. While the adjusted R-square value is 0.614 or 61.4%, while 38.6% is explained outside of other variables not examined.

b. F-square

Table 7. F-Square

f Square				
Matrix	f Square			
	Latent Variable 1	Latent Variable 2	Latent Variable 3	Latent Variable 4
Latent Variable 1				0.543
Latent Variable 2				0.108
Latent Variable 3				0.033
Latent Variable 4				

From the test results in table 3.7 above, it can be seen that *Latent Variable 1* has a value of > 0.15 (medium effect), and *Latent Variable 2* has a value of > 0.02 (weak effect), while *Latent Variable 3* has a value of < 0.02 (weak effect).

c. Hypothesis Testing

Hypothesis testing is carried out based on the test results *Inner Model* (a structural model that includes an r-square output. To see whether there is a hypothesis that can be accepted or rejected, among others by paying attention to the significance value between constructs, and p-value. These values can be seen from the results of bootstrapping. The rules of thumb used for This research is with a significance level of p-value 0.05 (5%).The value of the research hypothesis can be seen in Table 8.

Table 8. Bootstrapping (Path Coefficient)

Path Coefficients					
Mean, STDEV, T-Values, P-Values	Confidence Intervals	Confidence Intervals Bias Corrected	Samples		
	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Latent Variable 1 -> Latent Variable 4	0.525	0.519	0.070	7.504	0.000
Latent Variable 2 -> Latent Variable 4	0.280	0.290	0.095	2.938	0.003
Latent Variable 3 -> Latent Variable 4	0.141	0.141	0.100	1.418	0.157

Based on the results *inner model path coefficients* noted that:

1. The first hypothesis tests *Latent Variable 1* positively affects *Latent Variable 4*. The test results show the path coefficient value of *Latent Variable 1* to *Latent Variable 4* is 0.525 with p-value $0.000 < 0.05$ so that the hypothesis results have a positive and significant effect on *Latent Variable 4*.
2. The second hypothesis tests *Latent Variable 2* which has a path coefficient value of 0.280 and the t-statistic is 7.504 with a p-value of $0.003 < 0.05$. From this result it is stated that *Latent Variable 2* has a positive effect on *Latent Variable 4*.
3. The third hypothesis tests *Latent Variable 3* which has a path coefficient value of 0.141 with a p-value of 0.157. From this result it is stated that *Latent Variable 3* has no positive effect on *Latent Variable 4*.

4.3. Effect of Latent Variable 1 on Latent Variable 4

The results of the t-test statistics for the Latent Variable 1 variable obtained a t-count value of 7.504 with a significance level of 0.000; because the significance is smaller than 0.05 (0.000). Latent Variable 1 has a positive and significant effect on consumer purchasing decisions. Latent Variable 4. According to Greenwood (2016) brand ambassadors are tools used by companies to communicate and relate to the public, with the hope that they can increase sales. As a communicator, a brand ambassador must have an attraction for consumers. Attractive appearance, and high knowledge of the product can form a positive impression and trust in consumers. Therefore, brand ambassadors are chosen from among famous celebrities or important figures who are known to the public nationally or internationally.

4.4. Effect of Latent Variable 2 on Latent Variable 4

The results of the t-test statistic for the Latent Variable 1 variable obtained the t-count value of 2.938 with a significance level of 0.003; because the significance is smaller than 0.05 (0.000). Latent Variable 2 has a positive and significant effect on consumer purchasing decisions. Latent Variable 4. According to Saronto and Rosita (2018:2), said that "Event Marketing is a promotional occasion designed to attract and involve a brands target audience." Event Marketing that is held must have an impact and give a deep impression to everyone who participates so that consumers can be impressed with the event being held. Event Marketing is very necessary to be part of the implementation of an event, to be a means of special moments that are more personal in the minds of personal consumers. Marketing involvement in an event can broaden and deepen the relationship between sponsors, companies and consumers if managed properly. All of this cannot be separated from the advancement of thinking towards promotional media, various promotions and being explored and combined to get the results of a promotion that is considered unusual and unique that makes people feel interested. The marketing event held must have an influence and give a deep impression to everyone present so that consumers and potential consumers can remember the pleasant experience long enough. Events have a considerable influence due to the direct involvement of consumers in them. According to Sumardy and Yoris Sebastian, marketing observers, in recent years, Events have a big enough role in marketing communication activities. Whereas previously the event was considered as a complement to other communication activities because the company still relied a lot on above the line activities or advertising in the mass media. Just as brand owners do, they prefer event marketing over advertising to build their brand in the eyes of the public. The company prefers event marketing because it is believed to be able to arouse the emotions of the target audience and give a deeper impression to the brand, so as to create brand loyalty. Event marketing which has many functions such as, strengthening brand positioning and image, to attract competitors' customers (brand switching), shows advantages compared to 17.10% 14.60% 12.20% 12.20% 7.30% 7.30% 4.90% 7.

4.5. Effect of Latent Variable 3 on Latent Variable 4

The results of this third study prove that this research proves that *Latent Variable 3* does not affect Latent Variable 4. Latent variable 3 for now may not have an effect on Latent Variable 4, but the company is still making improvements to the research because Digital Marketing is a trace / evidence on Shopee sales, therefore the company continues to strive for shopee users too can submit suggestions or complaints to the company so that the company can also continue to study and improve the sales system at Shopee and the company also makes an assessment system for sales at the Shopee Online shop so that users can be more confident and secure to make transactions, so the sales process is also to run smoothly. Event Marketing is

very necessary to be part of the implementation of an event, to be a means of special moments that are more personal in the minds of private consumers. Marketing involvement in an event can broaden and deepen the relationship between sponsors, companies and consumers if managed properly. All of this cannot be separated from the advancement of thinking towards promotional media, various promotions and being explored and combined to get the results of a promotion that is considered unusual and unique that makes people feel interested. Digital Marketing is one of the media that is currently in great demand by the public as well as a supporter in daily activities. Slowly, many people are starting to leave conventional marketing methods and switch to Digital Marketing. Digital Marketing itself has the meaning of marketing or promoting a brand or product through the digital world or the internet. Shopee's target users are young people who are currently used to doing activities with the help of gadgets, including shopping activities. For this reason, Shopee is present in the form of a mobile application to support easy and fast shopping activities. The product categories offered by Shopee are more focused on fashion products and household goods.

V. Conclusion

The conclusion from the results of this study is as follows: the results of the Latent Variable 1 hypothesis test ensure that the path coefficient value is 0.525 and the p-value is $0.000 < 0.05$ so that the hypothesis is accepted or fragmented Latent Variable 1 is positive and significant dominance. The results of the Latent Variable 2 hypothesis test confirm that there is a path coefficient value of 0.280 and a p-value of $0.003 < 0.05$ so that partially Latent Variable 2 has a positive effect. The results of the Latent Variable 3 hypothesis test confirm that there is a path coefficient value of 0.141 with a p-value of $0.157 > 0.05$ and a t-statistic of 1.418 so that in fragmentation, Latent Variable 3 does not have a positive effect on Latent Variable 4.

Suggestions that can be given that can also be useful are as follows, hopefully for future readers it can be a reference to be able to analyze with different variables or can develop, and provide input for Shopee.

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