

THE ROLE OF BRAND IMAGE, PROMOTION, AND PRICE IN SHAPING PURCHASE INTEREST IN FLOWER BOUQUET PRODUCTS AT CV LAA TAHZAN FLORIST

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Abstract

This study aims to analyze the influence of brand image, promotion, and price on purchase intention of flower bouquet products at CV Laa Tahzan Florist. This research adopts a quantitative approach with a descriptive-associative design. The sample consists of 287 respondents selected using a purposive sampling technique through online questionnaire distribution. The data were analyzed using multiple linear regression. The results indicate that both partially and simultaneously, brand image, promotion, and price have a positive and significant effect on consumers' purchase intention. These findings highlight that the three variables are key determinants in shaping consumers' decision to purchase flower bouquet products. The practical implication of this study is the importance for the company to strengthen its brand image, enhance promotional effectiveness, and apply competitive pricing strategies to attract consumer interest and expand market share.

Keywords: Brand Image, Promotion, Price, Purchasing Interest, Flower Bouquet Products

INTRODUCTION

A. Background

In an era of increasingly tight business competition, marketing strategies become a key factor in enhancing competitiveness and ensuring business sustainability. According to Abdullah and Tantri (2018), marketing comprises a series of systematic activities designed to meet consumer preferences and needs. One important aspect of marketing is purchase intention, which constitutes the initial step in the purchasing decision process (Febriyantoro and Wright, 2020). Purchase intention refers to the drive and readiness of consumers to buy a product or service, influenced by various factors such as brand image, promotion, and price. These factors are strategic components in marketing because they can shape consumer perception of a product and affect their purchasing decisions.

CV Laa Tahzan Florist is a business that provides a range of flower products, such as fresh flowers, artificial flowers, dried flowers, and soap flowers. The flagship product is its flower bouquet, frequently used for special occasions, such as graduation ceremonies, weddings, and other celebrations. However, despite offering quality products, the company faces a challenge in increasing consumer buying interest. The phenomenon observed shows a decline in sales from June to November 2024, although the marketing budget has increased by 15%. Furthermore, customer loyalty has also dipped, which can be seen from the small number of repeat orders, although the prices offered are cheaper than those of its competitors.

The increasingly tight business competition is another key factor affecting consumer buying interest. In Palembang, there are about 10 competitors offering similar products, each employing a range of competitive marketing strategies. Furthermore, promotions by CV Laa Tahzan Florist have not been optimally distributed through digital marketing, and therefore have not effectively reached a wider market. Some customers have also complained about slow service, particularly in communication through social media. A customer stated that although prices at CV Laa Tahzan Florist

are cheaper than in other flower stores, slow responses from administrators to messages discouraged them from making a purchase and choosing a faster, more responsive store instead. This highlights that price alone is not enough to boost buying interest; it must be supported by responsive service and more effective promotion strategies.

Brand image is a key factor in shaping consumer perception of a product or service. According to Owa et al. (2023) and Hamid & Sarita (2018), a strong brand image can increase consumer trust and loyalty. With a strong brand image, consumers are more likely to choose products from well-known brands over those from less recognized ones. Furthermore, promotions also play a crucial role in raising consumer awareness of a brand. Tamara & Wadud (2021) also Amalia (2023) state that the right promotions can enhance a product's appeal in the eyes of consumers and motivate them to make a purchase. On the other hand, price is another key consideration in purchasing decisions. Dermawan & Junia (2024) assert that prices which are reasonable and reflect the product's quality and uniqueness are more desirable to consumers than cheaper prices which are not supported by good quality.

Although previous studies have demonstrated that brand image, promotion, and price influence buying interest, most of these studies focus on daily consumer products, such as food, beverages, cosmetics, or fashion. Meanwhile, the florist sector has not been studied in depth, particularly in the context of buying interest in flower bouquet products. Florist products have unique characteristics they are emotional, seasonal, and perishable which makes purchasing decisions more complex. This constitutes a research gap that is worth investigating further in the context of marketing flower products.

Based on these conditions and the results of previous studies, this research aims to analyze the influence of brand image, promotion, and price on consumer buying interest at CV Laa Tahzan Florist. By understanding the factors affecting purchasing decisions, this research is expected to provide strategic recommendations for the company to improve its

competitiveness and sales. The company needs to strengthen its brand image to become more recognized by consumers, enhance the effectiveness of its promotions to reach a wider range of customers, and implement pricing strategies that are not only competitive but also reflect the product's quality. Through these measures, CV Laa Tahzan Florist is expected to increase consumer buying interest and loyalty amid growing market competition.

LITERATURE REVIEW

Consumer Buying Interest

Buying interest is a psychological drive that reflects a person's willingness and readiness to purchase a product or service. According to Mardiani & Wardhana (2018), buying interest is influenced by the perception of product quality, price, previous experience, and brand image. Buying interest is considered an initial indicator of actual purchasing behavior and can be measured through several indicators, such as transactional, referential, preferential, and exploratory interest (Eva & Widya, 2021). Buying interest is not merely a spontaneous wish; it is a result of a consumer's evaluation process of the benefits and overall value of a product.

According to Eva & Widya (2021), buying interest can be measured through four main indicators. The first is transactional interest, which reflects the consumer's willingness to buy the product in the near future. The second is referential interest, which is demonstrated by the consumer's tendency to recommend the product to others. The third is preferential interest, which shows the consumer's willingness to select the product over competing products. The fourth is exploratory interest, which reflects the consumer's curiosity to seek more information about the product. All these indicators collectively reflect consumers' intentions to realize their purchasing decisions.

Brand Image

Brand image is the perception of consumers toward a particular brand, formed by experience, communication, and emotional interaction with its products. According to Bailey &

Milligan (2022), a brand's image is not merely a symbol or logo; it is a representation of the values and identity that are embedded in consumers' minds. A strong brand image can foster loyalty and shape preferences in choosing products. In the context of the florist industry, a brand's image is closely related to service quality and the aesthetic appeal of the products offered.

Indicators of a strong brand image include positive brand associations, image consistency across media, conformity with consumer personalities, and consumer trust in the brand. In the context of the florist industry, a strong brand image is influenced by the visual quality of flower arrangements, customer service, and the emotional value attached to the flower bouquet products (Išoraitė, 2018).

Promotion

Promotion comprises the company's efforts to inform, persuade, and remind the target market about its products. According to Kotler & Keller (2018), promotion includes various activities such as advertising, sales promotions, public relations, and digital marketing. The aim is to influence consumer perception and behavior in order to encourage them to make a purchase. An appropriate promotion strategy can effectively raise brand awareness and foster buying interest, particularly through social media and collaboration with influencers.

The effectiveness of promotion can be measured by several aspects, such as the appeal of the promotional message, the intensity of promotions, the relevancy of the media used to reach the target market, and the ability of promotions to generate consumer interest (Martins et al, 2019). In the florist business, promotions through social media and collaboration with influencers are crucial in shaping how much consumers know and are interested in the products offered.

Price

Price is a key element in the marketing mix that directly influences purchasing decisions. According to Nazara & Yunita

(2023), a price that is considered reasonable by consumers reflects the value of the product. Consumers typically assess products based on the conformity between the price they pay and the benefits they receive. In the florist business, pricing must take into account various factors, such as the type of flowers, the size of the arrangement, and the service quality, because prices that are too high or too low can create a negative perception of the product.

Indicators that reflect consumers' perception of price include price affordability, price conformity with quality, competitiveness of the price against competitors, and the added value received for the price paid.

Relationship Between Variables

Based on the previously discussed theories, there is a reciprocal relationship between brand image, promotion, and price in influencing consumer buying interest. A strong brand image can create a positive perception that increases buying interest, as consumers feel more trusting and assured about the brand (Nurmalasari & Istiyanto, 2021). An effective promotion can broadly introduce the product and attract consumers' attention, thereby motivating them to make a purchase (Hidayatullah et al., (2020). Meanwhile, a competitive price that aligns with the product's quality will reinforce the purchasing decision because consumers feel they are getting appropriate value for their money (Hedwika & Winson, 2021).

These three independent variables not only affect buying interest individually but also complement each other simultaneously in shaping consumer buying intentions. In the context of CV Laa Tahzan Florist, the combination of a strong brand image, optimal promotion, and appropriate pricing is believed to be able to increase buying interest in flower bouquet products amid increasingly tight competition.

The figure below illustrates the conceptual framework depicting the relationship between the independent variables brand image (BI), promotion (P), and price of custom flower bouquets (H) and the dependent variable buying interest (MB). In this model, it is assumed that each independent variable

directly influences consumer buying interest in the flower bouquet products at CV Laa Tahzan Florist.

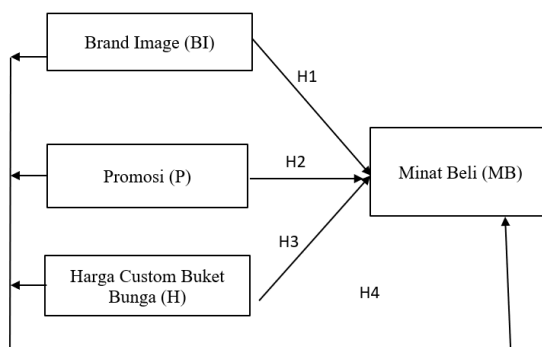


Figure 1. Conceptual Framework

The first hypothesis (H1) states that brand image has an influence on consumer buying interest. The second hypothesis (H2) suggests that promotion conducted by the company affects buying interest. The third hypothesis (H3) tests whether the price of custom flower bouquets influences buying interest. Meanwhile, the fourth hypothesis (H4) assesses the simultaneous influence of all independent variables on buying interest. This framework is constructed based on previous theory and research which state that consumers' perception of a brand, the effectiveness of promotions, and pricing strategies can collectively increase their willingness to purchase a product. Thus, this model serves as the basis for testing the causal relationships between the variables in this study.

RESEARCH METHODS

This study uses a quantitative method with a survey approach to examine the influence of brand image, promotion, and price on consumer buying interest at CV Laa Tahzan Florist. The population in this study consists of all CV Laa Tahzan Florist's customers, totaling 1,050 people. The sample size was determined using the Slovin formula with a margin of error of 5% (e) and resulted in 287 respondents. The sampling technique used was purposive sampling, with criteria that the

respondents were consumers who had previously purchased a flower bouquet or were interested in the florist products from CV Laa Tahzan Florist. Questionnaires were distributed online through social media and messaging applications used by the customers to help match the respondents with the specified criteria.

The research instrument was a closed-ended questionnaire with a 1–5 Likert scale, where 1 = strongly disagree and 5 = strongly agree. The buying interest variable was measured by indicators of transactional, referential, preferential, and exploratory interest. Brand image was measured by reputation, trust, association, and image. Promotion was assessed by the appeal of messages, frequency, media suitability, and influence on purchasing. The price variable was measured by affordability, conformity with quality, competitiveness against competitors' pricing, and product value. The data were then analyzed using multiple linear regression after classical assumption tests (normality, multicollinearity, heteroscedasticity) and validity and reliability tests of the instruments were performed. The results are expected to provide a valid basis for CV Laa Tahzan Florist's marketing strategies.

RESULTS OF DATA ANALYSIS

CV Laa Tahzan Florist Palembang is a florist company located in Palembang, specialized in providing fresh flower arrangements for various occasions, such as weddings, birthdays, corporate events, and other special moments.

Table 1. Characteristics of Respondents Based on Gender, Age, Education, and Occupation

Characteristic	Category	Sample	Percentage (%)
Gender	Female	257	89.5
	Male	30	10.5
Age	< 20 years	67	23.3
	21 - 25 years	159	55.4
	26 - 30 years	48	16.7
	31 - 45 years	10	3.5

	> 45 years	3	1.0
Education	Junior High School	3	1.0
	Senior High School	140	48.8
	Bachelor's degree	136	47.4
	Master's/Doctorate	8	2.8
	Student	133	46.3
Occupation	Civil Servant	16	5.6
	Private/State Company Employee	63	22.0
	Entrepreneur	22	7.7
	Other	44	15.3
	Unemployed	9	3.1
Total		287	100

Based on the table above, the characteristics of the respondents are predominantly female, with 257 people (89.5%) and 30 males (10.5%). In terms of age, the majority of respondents are 21–25 years old, totaling 159 people (55.4%). Other age groups include under 20 years with 67 people (23.3%); 26–30 years with 48 people (16.7%); 31–45 years with 10 people (3.5%); and over 45 years with 3 people (1.0%).

In regard to education, respondents are divided into junior high school graduates, 3 people (1%); high school graduates, 140 people (48.8%); Bachelor's degree graduates, 136 people (47.4%); and Master's or Doctorate degree graduates, 8 people (2.8%). Thus, the majority of respondents have a high school or Bachelor's degree education.

Meanwhile, based on occupation, the majority of respondents are students, totaling 133 people (46.3%). Furthermore, 63 people (22%) are private or state-owned company employees; 16 people (5.6%) are civil servants; 22 people (7.7%) are entrepreneurs; 44 people (15.3%) fell into the “Other” category; and 9 people (3.1%) are unemployed.

Validity Test

To determine the validity of an instrument, the significance value is used as the basis for decision making. If the significance (sig) value is less than 0.05, the data is considered valid, which means the instrument is appropriate

for use in data collection because it has met the required measurement standards.

Table 2. Validity Test Results

Variabels	Indicator	Sig	Item Status
Brand Image (BI)	BI1	0.000	Valid
	BI2	0.000	Valid
	BI3	0.000	Valid
	BI4	0.000	Valid
	BI5	0.000	Valid
	BI6	0.000	Valid
	BI7	0.000	Valid
	BI8	0.000	Valid
Promotion (P)	P1	0.000	Valid
	P2	0.000	Valid
	P3	0.000	Valid
	P4	0.000	Valid
	P5	0.000	Valid
	P6	0.000	Valid
	P7	0.000	Valid
	P8	0.000	Valid
Price (H)	H1	0.000	Valid
	H2	0.000	Valid
	H3	0.000	Valid
	H4	0.000	Valid
	H5	0.000	Valid
Purchase Interest (M)	MI1	0.000	Valid
	MI2	0.000	Valid
	MI3	0.000	Valid
	MI4	0.000	Valid
	MI5	0.000	Valid
	MI6	0.000	Valid

Based on the table above, all indicators for each variable Brand Image (BI), Promotion (P), Price (H), and Purchase Interest (M) have a significance (Sig.) value of 0.000.

This value is lower than the 0.05 significance threshold, indicating that all questionnaire items are valid. In other words, each indicator used in this research instrument accurately measures the intended variable and can be further used for subsequent analysis.

Reliability Test Results

The measurement results for a variable must show a degree of consistency and stability. Sujarweni states that a questionnaire can be considered reliable if the Cronbach's Alpha value is greater than 0.60.

Table 3. Reliability Test Results

Variabel	Cronbach's Alpha	Item	Keterangan
Brand Image (BI)	0.923	8	Reliabel
Promotion (P)	0.943	8	Reliabel
Price (H)	0.911	5	Reliabel
Purchase Interest (M)	0.913	6	Reliabel

Based on the table above, each variable has a Cronbach's Alpha > 0.60. Therefore, the data is considered reliable because the Cronbach's Alpha > 0.60.

Classic Assumption Tests

Normality Test

The normality test is conducted to determine whether the distribution of the data is normal or not. The following are the results of the normality test:

Table 4. Kolmogorov-Smirnov Normality Test Results

Statistik	Nilai
N (Jumlah Sampel)	62
Mean	0.0000000
Std. Deviation	5.09912261
Most Extreme Differences	
- Absolute	0.104
- Positive	0.056
- Negative	-0.104

Test Statistic	0.104
Asymp. Sig. (2-tailed)	0.094

Based on the normality test, the significance value is $0.094 > 0.05$, therefore it can be concluded that the data are normally distributed.

Multicollinearity Test

The multicollinearity test is used to determine whether the independent variables considered in the regression are not highly correlated or do not have a significant relationship with each other. The multicollinearity test results are presented below:

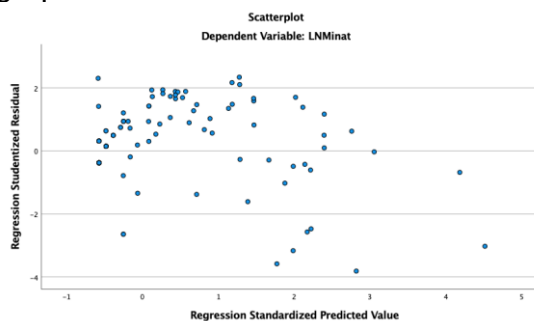
Table 5. Multicollinearity Test Results

Variabel	VIP	Tolerance
Brand Image	0.330	3.032
Promotion	0.318	3.144
Price	0.371	2.698

Based on the table above, the Tolerance values show that there are no independent variables with a Variance Inflation Factor (VIF) greater than 10.00 or a Tolerance less than 0.10. This indicates that all independent variables tested do not show symptoms of multicollinearity.

Heteroskedasticity Test Results

The Heteroskedasticity test was performed using a scatterplot graph as follows:



Picture 2. Heteroskedasticity Scatterplot Graph

Based on the scatterplot above, the points are randomly dispersed around the zero line on the "Regression Studentized Residual" axis. This pattern of randomness indicates homoskedasticity, which means the variance of residuals is constant. Therefore, it can be concluded that heteroskedasticity is not present, and the data is suitable for regression analysis.

Hypothesis Test Results

Partial Test (t-test)

Table 6. t-Test (Partial) Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	1.347	1.075	1.253	.211
	Brand_Image	.187	.049	.210	.000
	Promosi	.153	.043	.199	.000
	Harga	.590	.060	.510	.000

a. Dependent Variable: Minat

Based on the table above, the t-value (3.826) and the very small significance value (0.000) indicate that the Brand Image variable has a very significant influence on Interest. This means that an improvement in Brand Image will significantly increase consumer Interest. Similarly, the t-value (3.559) and the very small significance (0.000) show that the Promotion variable has a very significant influence on Interest. This means that an increase in promotional efforts will significantly boost consumer Interest. Finally, the t-value (9.862) and the very small significance (0.000) indicate that the Price variable has a very significant influence on Interest. This means that a change in price (up or down) will have a very significant impact on consumer Interest.

Simultaneous Test (F-test)

Based on the table above, the significance value (Sig. = 0.000 < 0.05) indicates that the variables Brand Image, Promotion, and Price simultaneously have a significant influence on Purchase Interest.

Table 7. F-Test (Simultaneous) Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1803.892	3	601.297	242.554	.000 ^b
	Residual	701.564	283	2.479		
	Total	2505.456	286			

a. Dependent Variable: Minat

b. Predictors: (Constant), Harga, Brand_Image, Promosi

Determination Coefficient (R²) Test

Table 8. Determination Coefficient (R²) Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.849 ^a	.720	.717	1.57449

a. Predictors: (Constant), Harga, Brand_Image, Promosi

Based on the table above, the R-Squared value of 0.720 indicates that 72% of the total variation in consumer purchase interest can be directly explained by changes in price, brand image, and promotion. The remaining 28% is influenced by other factors not included in this model, such as product quality, friend recommendations, or market trends.

DISCUSSION

The Influence of Brand Image on Purchase Interest at CV Laa Tahzan Florist.

The results of this study show that the brand image has a positive and significant influence on consumer purchase interest. This indicates that consumer perception of a brand's

image strongly affects their purchasing decisions. At CV Laa Tahzan Florist, the brand image is formed through pricing strategies that are more affordable than competitors and through attractive product visualization. This strategy makes the brand perceived as an economical yet high-quality option, especially by students, who are the dominant market segment.

These findings reinforce the results of Owa et al. (2023), which state that a strong brand image can create credibility and increase consumer confidence, making them more assured about the products offered. In line with this, Napitupulu et al. (2023) add that a brand's image becomes increasingly important for products that have high emotional value, such as flower bouquets used in celebratory moments. This means consumers do not view products only from a functional perspective but also from an emotional perspective, and a strong brand image provides a sense of security and satisfaction during their buying decision.

The implication of these findings is that a strong brand image plays a dominant role in attracting purchase interest and can even amplify the effects of promotions and pricing. For CV Laa Tahzan Florist, strengthening its brand image through consistent service, high-quality bouquet designs, and satisfying customer experiences can be a long-term strategy to maintain customer loyalty, particularly in a competitive and emotionally driven market.

The Influence of Promotion on Purchase Interest at CV Laa Tahzan Florist.

This study also shows that promotions have a significant influence on consumer purchase interest. CV Laa Tahzan Florist actively carries out promotions through social media by offering discounts, product bundles, and special promotions. Consumers who frequently view these promotions

feel encouraged to buy, especially when the promotions are for a limited time and match their needs.

This result is in line with Kusumawati (2021), who stated that promotions carried out intensively and strategically can create a psychological drive to make a purchase, particularly when consumers are presented with direct incentives such as discounts. Amalia (2023) and Tololiu (2022) also affirm that promotions tailored to the preferences of the target market can enhance the perception of product value and encourage buying behavior.

The implication is that promotions are not just a short-term tool to increase sales, but also a tool to embed the brand at the top of consumers' minds. In the long term, effective promotions can help strengthen brand awareness and expand market share. Therefore, for CV Laa Tahzan, it is important to continue developing creative and interactive promotions through digital channels in order to reach a larger pool of prospective customers and foster engagement.

The Influence of Price on Purchase Interest at CV Laa Tahzan Florist.

The price factor also proves to have a significant influence on purchase interest. The pricing set by CV Laa Tahzan Florist is relatively more affordable than its competitors, making their products more accessible to students or consumers with limited purchasing power. The perception that the product is "worth it" becomes a key driver for consumers to make a purchase.

This study aligns with Dermawan and Junia's (2024) findings, which state that prices that are well balanced with quality can increase consumers' buying intentions. They highlight that a fair price strengthens the perception of value and motivates purchasing decisions. On the contrary, prices that are considered unreasonable (too expensive or too cheap) may raise doubts about the product's quality.

From an implication perspective, these results suggest that CV Laa Tahzan should maintain its competitive pricing strategy in a way that suits its market segmentation. However, it is also crucial to avoid pricing products too low, as this may undermine perceptions of quality. The combination of a fair price and good service will create customer loyalty and enhance the perceived value of flower bouquet products.

CONCLUSION AND SUGGESTIONS

Based on the results of this research, it can be concluded that brand image, promotion, and price both individually and simultaneously have a significant influence on consumers' purchasing interest in CV Laa Tahzan Florist. A positively perceived brand image increases trust and the perception of product quality. Attractive promotions, such as discounts and bundling, enhance consumer appeal, while affordable pricing strengthens product accessibility, especially for students, who form the dominant market segment.

CV Laa Tahzan Florist is recommended to reinforce its brand image by maintaining a consistent visual identity across social media and improving the quality of digital interaction, particularly through Instagram and TikTok, which are most frequently used by its target market. Promotion strategies should incorporate video content, testimonials, and limited-time offers. Furthermore, pricing should be bundled into different packages to stay competitive.

The limitation of this research lies in its limited range of variables and its focus on a single business location. Future research is recommended to add variables such as service quality or shopping experience and to compare several florists to produce more comprehensive and in-depth results.

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