

THE INFLUENCE OF VIRAL MARKETING, ENDORSEMENTS AND PRICES ON PURCHASE INTENTION THROUGH BRAND IMAGE ON WARDAH COSMETICS CONSUMERS IN THE HORSE SHOE AREA, EAST JAVA

Rossa Aulidya Firdaus¹, Deasy Wulandari², Elok Sri Utami³
^{1,2,3}(Fakultas Ekonomi dan Bisnis, Universitas Jember, Indonesia)

ABSTRACT : This research aims to analyze the influence of viral marketing, endorsements and price on purchasing interest through brand image among Wardah cosmetics consumers in the Tapal Kuda area, East Java. This research uses the Explanatory Research type. The population used as the basis for this research is people in the Tapal Kuda area with an interest in beauty products, one of which is the Wardah brand. The respondents used as samples were consumers of cosmetic products who live in the Jember, Bondowoso, Lumajang, Banyuwangi, Probolinggo and Situbondo areas. The sampling method used in this research is Non Probability Sampling, with a purposive sampling technique. Based on the calculation above, the sample taken from the research obtained was 147.23 rounded up to 148 people. The data analysis method uses Structural Equation Modeling (SEM) with the SmartPLS application. The research results show 1) Viral Marketing has a significant effect on consumer buying interest, 2) Endorsements have a significant effect on buying interest, 3) Price has a significant effect on buying interest, 4) Brand Image has a significant effect on buying interest, 5) Viral Marketing has a significant effect on brand image, 6) Endorsements have a significant effect on brand image, 7) Price has a significant effect on brand image, 8) Brand Image mediates the effect of viral marketing on purchase intention, 9) Endorsements mediates the effect of price on purchase intention, 10) Brand Image mediates the effect of price on our purchase intention.

KEYWORDS : *Viral marketing, endorsement, price, brand image, purchase intention*

I. INTRODUCTION

The phenomenon of internet development to date shows quite rapid growth from year to year. Based on data compiled from the Indonesian Internet Service Providers Association (2023), the number of internet users has reached 215 million or 77.1% of the total 278.69 million population of Indonesia. Furthermore, the dominant use of internet services is for accessing social media, with a total of 170 million users, or 61.8% (Kemp, 2021). Social media is a platform used by its users to interact with other people without being limited by space and time. Apart from that, Social media offers users the convenience of sharing a wide range of information, both educational, daily life, and others including trends that are currently developing. According to the results of a survey conducted by the Indonesian Internet Service Providers Association (APJII), almost half of the total internet users in Indonesia are in the 19-34 year age group (49.52%). Generations Y and Z have a high dependence on social media since they were born and grew up in the digital era which provides access to information and gives them the opportunity to express their personal opinions to the outside world. Ease of communication also gives them the freedom to download other people's opinions regarding an issue/trend between them regarding mutual interests. Social media has allegedly become mass media that is able to gather or guide public opinion on an issue and influence consumer habits (Nurhandayani et al, 2019). Currently, one of the topics that is trending on social media is beauty, such as make-up tutorials, self-care tips and tricks, as well as many assessments of beauty products such as cosmetics and skincare. With the massive development of the internet and social media in the beauty sector, marketers in the beauty industry are now changing marketing strategies to acquire customers by using technology as an instrument in advertising, marketing and product sales activities. The world of social media has a tendency to trust certain people or reference groups to be able to exert influence. Figures who have a certain influence are usually called Key Opinion Leaders (KOL), celebs, or influencers. If in the previous era these influential people were known as celebrities because of their existence in

the entertainment industry such as films, TV shows, music, etc., then social media influencers can be anyone, from students to housewives.

Fionalita and Kusumawati (2019) stated that factors that influence interest in buying local cosmetics, apart from the form of promotion both directly (offline) and online, are also influenced by the price factor. Cheap prices do not necessarily have a tendency to sell better on the market compared to similar products with higher prices, because consumers also have a tendency to still buy a product that has good quality, even though the price tends not to be cheap. If there is a price increase, this does not hinder their intention to buy because local cosmetics users tend to focus on quality, satisfaction and their needs.

The Wardah brand is one of the leading local beauty brands that has been established for 20 years in the cosmetics sector. Wardah has received halal certification from the Food and Drug Monitoring Agency (BPOM) and the Indonesian Ulema Council's Food, Medicine and Cosmetics Assessment Institute (LPPOM MUI). So that the MUI halal logo is always included on all packaging in each series of products, which indicates the product is halal. Wardah always prioritizes halal factors in every product, from the development process to production. Halal means using raw materials that are safe for the skin and in accordance with Islamic law, as well as having a production process that complies with Islamic law and does not harm other living creatures. This concept is always applied to all factories that produce various product lines, from makeup, facial care, to hair care.

II. THEORITICAL REVIEW

2.1 Viral Marketing

The term viral marketing was first mentioned in Jeffrey Rayport's 1996 article entitled *The Virus of Marketing*, which implied the possibility of spreading news like the spread of a virus. In 1997, Steve Jurvetson defined viral marketing as any marketing mechanism that can strengthen and accelerate word of mouth in the digital world (Nguyen, 2019). Viral marketing can cause people to talk about a company's business among their friends or social networks

2.2 Endorsement

Endorsements are all forms of messages given in marketing activities, where consumers tend to trust the opinions, beliefs, opinions or experiences of parties other than the company as sponsor. An endorser is an icon or often referred to as a direct source for delivering a message and/or demonstrating a product or service in promotional activities that aim to support the effectiveness of delivering the product message.

2.3 Price

According to Kotler and Keller (2018) price is the amount of money charged for a product or service. More broadly, price is the amount of value that consumers exchange for the benefits of owning or using the product. The relationship between buying interest and price is also very necessary for every company, because price is very important and influences the level of consumer purchase intention.

2.4 Brand Image

Kotler and Keller (2018) perceive brand image as the perceptions and beliefs held by consumers, as reflected by associations embedded in consumers' memories, which are always remembered first when they hear a slogan and are embedded in consumers' minds. A product image can be formed if there is a stimulus that is able to stimulate consumer attention so that consumers have a good perception of the brand.

2.5 Purchase intention

Purchase intention is a form of consumer behavior that desires to buy or choose a product based on their experience, use and desire for a product (Kotler and Keller, 2016: 198). Purchase intention is defined as the stage of the respondent's tendency to act before the purchase decision is actually implemented.

2.6 Previous Research

Research by Chikita FatimasokasariSupradita, SurpikoHapsoroDarpito and Dwi Hari Laksana (2020) shows that E-WOM has a positive and significant influence on purchase intention with brand image as the mediating variable. Research by Nadya Fionalita and NurraniKusumawati (2019) showed that product quality, price, promotion, service quality, packaging, and brand familiarity have a significant influence on the purchase intention of local cosmetics users. Fenny and Riris Loisa's research (2022) shows that there is a positive and significant influence of Beauty Vlogger Endorsements on Interest in Buying Cosmetics. Research by Ida Bagus Putra Pradnyana and I Gusti Ngurah Putra Suryanata (2021) showed that price, promotion, service quality and consumer satisfaction have an influence on brand image.

III. METHOD

This research uses the Explanatory Research type. The population used as the basis for this research is people in the Tapal Kuda area with an interest in beauty products, one of which is the Wardah brand. The respondents used as samples were consumers of cosmetic products who live in the Jember, Bondowoso, Lumajang, Banyuwangi, Probolinggo and Situbondo areas. The sampling method used in this research is Non

Probability Sampling, with a purposive sampling technique. Based on the calculation above, the sample taken from the research obtained was 147.23 rounded up to 148 people. The data analysis method uses Structural Equation Modeling (SEM) with the SmartPLS application.

IV. DISCUSSION

4.1 Pengaruh *Viral Marketing* Terhadap Minat Beli

The first hypothesis in this research is that Viral Marketing has a significant effect on purchase intention among consumers of the Wardah Cosmetics brand. Based on research results, it can be seen that Viral Marketing has a significant effect on purchase intention as seen from the t-statistics value of $2.51 > 1.96$ or can be seen from the p value which is $0.012 < 0.05$. Thus the first hypothesis (H1) can be accepted. These results are supported by research from Sawaftah et. al. (2020), Haryani et al (2023), who stated that viral marketing is able to influence consumer purchase intention.

4.2 Pengaruh *Endorsement* Terhadap Minat Beli

The second hypothesis is that endorsements have a significant effect on purchasing interest among consumers of the Wardah Cosmetics brand. Based on research results, it can be seen that Endorsements have a significant effect on buying interest as seen from the t-statistics value of $1.97 > 1.96$ or can be seen from the p value which is $0.001 < 0.05$. Thus, the second hypothesis (H2) can be accepted. This result are supported by several research results such as the opinion of Fenny and Loisa (2021); Widianingsih and Astuti (2021); Halim and Keni (2022), in their research showed that there is a significant influence of celebrity endorsement on consumer purchase intention.

4.3 The Influence of Price on Purchase intention

The third hypothesis is that price has a significant effect on purchasing interest among consumers of the Wardah Cosmetics brand. Based on research results, it can be seen that price has a significant effect on buying interest as seen from the t-statistics value of $2.511 > 1.96$ or can be seen from the p value which is $0.012 < 0.05$. Thus the third hypothesis (H3) is accepted. This result breaks the theory from Putri's (2018) researched that price does not have a significant effect on purchase intention. This is because Wardah cosmetics have affordable prices, the prices offered are in accordance with the quality of the product, have prices that can compete with other brands and the price matches the benefits of the product. So, most respondents do not really consider the price when buying Wardah cosmetics.

4.4 The Influence of Brand Image on Purchase intention

The third hypothesis is that price had a significant effect on purchase intention among consumers of the Wardah Cosmetics brand. Based on research results, it can be seen that price has a significant effect on purchase intention as seen from the t-statistics value of $2.511 > 1.96$ or can be seen from the p value which is $0.012 < 0.05$. Thus the third hypothesis (H3) is accepted. This result breaks the theory from Putri's (2018) researched that price does not have a significant effect on purchase interest. This is because Wardah cosmetics have affordable prices, the prices offered are in accordance with the quality of the product, have prices that can compete with other brands and the price matches the benefits of the product. So, most respondents do not really consider the price when buying Wardah cosmetics.

4.5 The Influence of Viral Marketing on Brand Image

The fifth hypothesis is that Viral Marketing has a significant effect on the brand image of Wardah Cosmetics brand consumers. Based on research results, it can be seen that Viral Marketing has a significant effect on brand image as seen from the t-statistics value of $2.062 > 1.96$ or can be seen from the p value which is $0.040 < 0.05$. Thus the fifth hypothesis (H5) is accepted. In the research of Li, et. al. (2022) viral marketing has proven to be effective in exposing all respondents of all age ranges and is even effective on various social media platforms. Research respondents agreed that digital marketing strategies are much more effective in strengthening brand image than traditional marketing methods and implementation.

4.6 The Influence of Endorsements on Brand Image

The sixth hypothesis is that endorsements have a significant effect on the brand image of consumers of the Wardah Cosmetics brand. Based on research results, it can be seen that endorsements have a significant effect on brand image as seen from the t-statistics value of $2.128 > 1.96$ or can be seen from the p value which is $0.034 < 0.05$. Thus the sixth hypothesis (H6) is accepted. The results of the research carried out had the same results as previous research conducted by Hermanda et al. (2019) and Halim and Keni (2022). A celebrity's support for a brand through endorsement activities is predominantly able to create a brand image for consumers.

4.7 The Influence of Price on Brand Image

The seventh hypothesis is that price has a significant effect on brand image for consumers of the Wardah Cosmetics brand. Based on research results, it can be seen that price had a significant effect on brand image as seen from the t-statistics value of $6.587 > 1.96$ or can be seen from the p value which is $0.000 < 0.05$. Thus the seventh hypothesis (H7) is accepted. These results were in line with research conducted by Meutia et al

(2021) which explained the results of research that every one unit price increase will be able to increase the brand image by 0.207 unit scores. Pradnyana and Suryanata (2021) also found a direction of relationship that was consistent with their hypothesis which stated that the more appropriate the price, the better the brand image of Gra

4.8 The Influence of Brand Image Mediation on Viral Marketing and Purchase Intention

Based on the research results, it can be seen that viral marketing through brand image as an intervening variable has a significant effect on buying interest as seen from the t-statistics value of $1.965 > 1.96$ or can be seen from the p value which is $0.050 < 0.05$. It meant that with the mediation of the brand image variable, the viral marketing variable had a significant influence on purchase intention.

4.9 The Influence of Brand Image Mediation on Viral Marketing and Purchase Intention

Based on the research results, it can be seen that endorsement through brand image as an intervening variable has a significant effect on buying interest as seen from the t-statistics value of $2,269 > 1.96$ or can be seen from the p value which is $0.024 < 0.05$. It meant that with the mediation of the brand image variable, the endorsement variable had a significant influence on purchase intention.

4.10 The influence of price mediation on viral marketing and purchase intention

Based on the research results, it can be seen that price through brand image as an intervening variable has a significant effect on buying interest as seen from the t-statistics value of $5,672 > 1.96$ or can be seen from the p value which is $0.000 < 0.05$. It meant that with the mediation of the brand image variable, the endorsement variable has a significant influence on purchase intention.

4.11 Conceptual Framework



Figure 1. Conceptual Framework

Information :

- ▶ : Direct Influence
- ◄ : Indirect Influence

V. CONCLUSION

The research results showed 1) Viral Marketing had a significant effect on consumer purchase intention, 2) Endorsements have a significant effect on purchase intention, 3) Price had a significant effect on purchase intention, 4) Brand Image has a significant effect on purchase intention, 5) Viral Marketing had a significant effect on brand image, 6) Endorsements had a significant effect on brand image, 7) Price had a significant effect on brand image, 8) Brand Image mediated the influence of viral marketing on purchase intention, 9) Endorsements mediated the influence of price on purchase intention, 10) Brand Image mediated the influence of price on purchase intention.

VI. ACKNOWLEDGEMENTS

This paper was written to fulfill my requirements for completing a master's program, I would like to thank the individuals and organizations dedicated to helping me during this phase. This achievement would not have been possible without their support and assistance. I would like to thank the Faculty of Economics and Business, Jember University for accepting me into the master's program. I would also like to thank Dr. Deasy Wulandari, S.E., M.Sc. and Dr. Elok Sri Utami, M.Sc. for encouragement, inspiring ideas, suggestions, critical comments and professional guidance.

REFERENCES

- [1]. Adhelia, S., Setiawan, H., & Fauzi, R. U. A. (2022). The Influence of Brand Image and Price on Consumer Purchase Intention with Trust as an Intervening Variable. *Asia Pacific Journal of Business Economics and Technology*, 2(01), 54-65.
- [2]. Asadilla, V., Ahmad, A., & Ramelan, M. R. (2023). Pengaruh Dukungan Selebriti, Ulasan Pelanggan, Dan Pemasaran Viral Pada Media Sosial Tiktok Terhadap Keputusan Pembelian Produk Somethinc Di Provinsi Lampung. *Jurnal Manajemen, Ekonomi, Hukum, Kewirausahaan, Kesehatan, Pendidikan Dan Informatika (Manekin)*, 2(1: September), 33-41.

- [3]. Botelho, M. F. M. (2019). *The Impact Of Influencers In The Consumer's Purchase Intention: The Cosmetic Industry* (Doctoral Dissertation).
- [4]. Cahyaningtyas, R., & Wijaksana, Tri Indra. (2021). Pengaruh Review Produk Dan Konten Marketing Pada Tiktok Terhadap Keputusan Pembelian Scarlet Whitening By Felicya Anglista. *Journal Proceeding Of Management*, 8(5), 6488–6498.
- [5]. Darwin, M., & Umam, K. (2020). Indirect Effect Analysis on Structural Equation Modeling (Comparative Study of Using Amos and SmartPLS Software). *Nucleus*, 1(2), 50-57.
- [6]. Dhaefina, Z., Ar, M. N., Pirmansyah, P., & Sanjaya, V. F. (2021). Pengaruh Celebrity Endorsement, Brand Image, Dan Testimoni Terhadap Minat Beli Konsumen Produk Mie Instan Lemonilo Pada Media Sosial Instagram. *Jurnal Manajemen*, 7(1), 43-48.
- [7]. Fauzan, A., & Rohman, A. (2019). Pengaruh Harga Dan Kualitas Produk Terhadap Minat Beli Sepeda Motor Kawasaki. *Jurnal Ekobis: Ekonomi Bisnis & Manajemen*, 9(2), 104-113.
- [8]. Fenny, F., & Loisa, R. (2021). Pengaruh Endorsement Oleh Beauty Vlogger Terhadap Minat Beli Kosmetik. *Prologia*, 5(1), 94-100.
- [9]. Fionalita, N., & Kusumawati, N. (2019). An Exploratory Study of Cosmetics Purchase intention Attributes: A Study of Indonesian Local Cosmetics Brand in Jakarta and Bandung. *Proceeding Book of The 5th ICMEM*, 477-482.
- [10]. Firdayanti, A., Putri, D. A., Risuandi, D., & Ramadhini, R. N. (2022). Literature Review Keputusan Pembelian Melalui Minat Beli: Promosi Dan Endorsement. *Jurnal Manajemen Pendidikan Dan Ilmu Sosial*, 3(1), 191-200.
- [11]. Ganisasmara, N. S., & Mani, L. (2020). The Effect Of Celebrity Endorsement, Review, And Viral Marketing On Purchase Decision Of X Cosmetics. *Solid State Technology*, 63(5), 9679-9697.
- [12]. Ghozali, Imam. (2014). *Structural Equation Modeling Metode Alternatif dengan Partial Least Square (PLS) dilengkapi Software Smartpls 3.0 Xlstat 2014 dan WarpPLS 4.0*. Semarang: Badan Penerbit Universitas Diponegoro.
- [13]. Hair, J.F., Black, W.C., Babin, B.J. and Anderson, R.E. (2014) *Multivariate Data Analysis*. 7th Edition, Pearson Education, Upper Saddle River.
- [14]. Halim, C., & Keni, K. (2022). Apakah Country Of Origin, Celebrity Endorsement, dan eWOM yang Dimediasi oleh Citra Merek dapat Memprediksi Niat Membeli Produk Skincare?. *Business Management Journal*, 18(1), 107-117.
- [15]. Haryani, D. S., Yulius, Y., & Limakrisna, N. (2023). The Influence of Viral Marketing and Celebrity Endorser On The Purchase Intention of Skintific Products In Tanjungpinang. *International Journal of Advanced Multidisciplinary*, 2(2), 542-550.
- [16]. Herlina, H., & Diputra, T. T. (2018). Implementasi Rumus Sobel Pada Web Dengan Topik Regresi Linier Menggunakan Variabel Intervening. *Jurnal Algoritma, Logika Dan Komputasi*, 1(1).
- [17]. Hermanda, A., Sumarwan, U., & Tinaprillia, N. (2019). The effect of social media influencer on brand image, self-concept, and purchase intention. *Journal of Consumer Sciences*, 4(2), 76-89.
- [18]. Hermanda, A., Sumarwan, U., & Tinaprillia, N. (2019). The effect of social media influencer on brand image, self-concept, and purchase intention. *Journal of Consumer Sciences*, 4(2), 76-89.
- [19]. <https://wearesocial.com/id/blog/2023/01/digital-2023/>
- [20]. Justiana, S., & Yuliana, L. (2024). Pengaruh Viral Marketing Terhadap Minat Beli Produk Mother Of Pearl. *Jurnal Bina Bangsa Ekonomika*, 17(1), 150-158.
- [21]. Kemp, S. (2021). *Digital 2021: Indonesia*. datareportal. www.datareportal.com: <https://datareportal.com/Reports/Digital-2021-Indonesia>
- [22]. Kotler, P. dan Keller, K. 2018. *Manajemen Pemasaran*. Edisi 12. Jilid 2. Jakarta: PT Indeks.
- [23]. Kotler, P., Lane Keller, K., Brady, M., Goodman, M., & Hansen, T. (2016). *Marketing Management*. Harlow: Pearson Education.
- [24]. Li, V. K., Ongpauco, P. A., & Rubante, J. T. (2022). The Impact of Viral Marketing Collateral on Brand Image:# KwentongJollibee Advertisement. *Journal of Business and Management Studies*, 4(1), 264-272.
- [25]. Mahrinasari (2020). The Mediating Role Of Brand Image In The Effect Of Sales Promotion, Product Quality, And Celebrity Endorser On Purchase Intention. *Journal Of University Of Shanghai For Science And Technology*, 22(10), 272-282.
- [26]. Muhajir, M., Mukaromah, H., Fathudin, F., Purwanti, K. L., Ansori, Y. Al, Fahlevi, M., Rosmayati, S., Tanjung, R., Budiarti, R. H. S., Rosyadi, R., & Purwanto, A. (2022). The role of buzz and viral marketing strategic on purchase intention and supply chain performance. *Uncertain Supply Chain Management*, 10(2), 637–644.
- [27]. Mustaruddin, M., Lubis, S. Y., Sanjaya, M., Fadilah, I. N., & Syarifuddin, S. (2022, June). Pengaruh Country Of Origin dan Celebrity Endorsement Terhadap Minat Beli Konsumen Produk Sepeda Motor Yamaha N-Max (Studi Kasus Pada Pelanggan CV. Yamaha Deli Mitra Lestari Kota Tebing Tinggi).

- Jurnal Seminar Nasional Bidang Kesehatan, Ekonomi, Pendidikan Dan Kemasyarakatan (Sinan Tampan) (Vol. 4, No. 1, Pp. 161-172).
- [28]. Nguyen Thi Thu, H. U. Y. E. N. (2019). Critical Factors Influencing The Success Of Viral Marketing Campaigns. <https://hdl.handle.net/20.500.12075/4663>
- [29]. Nopianti, A. M. N. (2022). Pengaruh Label Halal dan Harga Terhadap Minat Beli Konsumen pada Produk Kosmetik (Studi Kasus Siswa/Siswi Perhotelan SMK Negeri 1 Ciamis). *Jurnal Kewarganegaraan*, 6(2).
- [30]. Nurhandayani, A., Syarief, R., & Najib, M. (2019). The Impact Of Social Media Influencer and Brand Images To Purchase Intention. *Jurnal Aplikasi Manajemen*, 17(4), 650-661.
- [31]. Pradinda, A. R. (2023). Pengaruh Label Halal dan Tingkat Harga terhadap Minat Beli Konsumen pada Produk Kosmetik Pixy. *Jurnal Riset Ilmu Ekonomi dan Bisnis*, 101-110.
- [32]. Pradnyana, I. B. P., & Suryanata, I. G. N. P. (2021). Pengaruh Harga, Promosi Dan Kualitas Pelayanan Terhadap Brand Image Grab Dengan Kepuasan Konsumen (Doctoral Dissertation, Udayana University).
- [33]. Putri, A. A., & Rahyuda, I. K. (2023). Customer Trust As A Mediator Of The Influence Of Viral Marketing And Brand Image On Online Purchase Decisions On Scarlett Products In Denpasar City. *American Journal Of Humanities And Social Sciences Research (Ajhssr)*, 7.
- [34]. Rayhaan, M. F., & Pasaribu, L. H. (2022). The Effects Of Viral Marketing, Celebrity Endorser And Brand Association Toward Purchase Decision Of Ms Glow Skincare Products. *Jurnal Mantik*, 5(4), 2392-2398.
- [35]. Sari, Y. R., Harliyani, S., & Sanjaya, V. F. (2022). Pengaruh Harga, Brand Image, Dan Celebrity Endorser Enzy Storia Terhadap Minat Beli Produk Erigo. *Business And Enterpreneurship Journal (Bej)*, 3(1).
- [36]. Sawaftah, D., Calıcioglu, C., & Awadallah, R. (2020). The relationship between viral marketing and consumer purchase intention, the moderator role of brand image and age: Evidence from smartphone users in North Cyprus. *Management science letters*, 10(6), 1307-1320.
- [37]. Simamora, B. (2004). *Panduan Riset Perilaku Konsumen*. Jakarta: Gramedia Pustaka Utama.
- [38]. Sugiyono. (2019). *Metodologi Penelitian Kuantitatif dan Kualitatif Dan R&D*. Bandung: ALFABETA.
- [39]. Supradita, C. F., Darpito, S. H., & Laksana, D. H. (2020). Brand Image As a Mediation of Electronic Word of Mouth on Purchasing Intention of Laneige. *Jurnal Penelitian Ekonomi Dan Bisnis*, 5(2), 180-193.
- [40]. Tricahyono, D., Utami, L. W., & Safitri, W. (2018). The Impact Of Viral Marketing On Consumers' Intention To Use. *Advances In Economics, Business, And Management*, 65.
- [41]. Wei, S.L. (2014). *The Attitudes Of Consumers Towards Viral Marketing In Malaysia* (Doctoral Dissertation, Department of International Business, Faculty of Accountancy and Management, University of Tunku Abdul Rahman.).
- [42]. Wibowo, S., & El Juhara, A. (2021). The Determinants Of Halal Labeling And Brand Image Towards Purchase Intention And Purchasing Decision. In *4th International Conference On Sustainable Innovation 2020-Accounting And Management (Icosiams 2020)* (Pp. 1-3). Atlantis Press.
- [43]. Widianingsih, A., & Astuti, H. J. (2021). Pengaruh Endorsement Beauty Vlogger, Country Of Origin Dan Perceived Quality Terhadap Minat Beli Produk Kosmetik Mascara Maybelline (Studi pada Mahasiswa di Beberapa Universitas di Purwokerto). *Master: Jurnal Manajemen dan Bisnis Terapan*, 1(1), 23-34.