



The Influence of Brand Awareness on Purchase Decision Via Instagram

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Abstract. This research aims to analyze the influence of Brand Awareness on the Purchase Decision of Four Season Medicated Oil products on the Instagram account @fourseasonmedicatedoil. This study also seeks to provide a clearer understanding of how consumers recognize, recall, and perceive the brand through digital marketing activities on social media platforms. The research method used is descriptive quantitative with data collection conducted through questionnaires distributed to 100 respondents who are followers of the @fourseasonmedicatedoil account and have previously purchased the product, using purposive sampling techniques. The measurement scale applied in this study is the Guttman Scale to obtain firm and consistent responses from participants. Data analysis was conducted using descriptive analysis, normality test, linearity test, simple linear regression analysis, partial test (t-test), and coefficient of determination (R^2) to measure the strength of the relationship between variables. The results of the research show that Brand Awareness has a positive and significant effect on Purchase Decision, indicating that higher brand awareness tends to increase the likelihood of consumers making purchasing decisions.

Keywords: Brand Awareness; Consumer Behavior; Instagram Marketing; Purchase Decision; Social Media.

1. INTRODUCTION

The fast development of information and communication technology has had a big impact on companies in designing and running marketing activities. These changes have pushed companies to not only rely on conventional marketing methods, but also start switching to digital media, which is considered more effective and efficient. One type of digital media that is widely used today is social media, because it can reach consumers on a large scale.

The Instagram account @fourseasonmedicatedoil has become one of the main channels for conveying product information, educating consumers about the benefits, and promoting the product to potential customers. Consumers usually only consider brands they know and remember when they're making a purchasing decision. That's why brand awareness is a factor that can potentially influence purchasing decision. This research was conducted to find out to what level brand awareness built through Instagram influences consumer purchasing decision. In addition to being a platform for social interaction, social media can also be used

to sell products more widely and cost-effectively, thereby effectively increasing product sales figures (Meliasari et al., 2025).

Four Season Medicated Oil comes in several variants, such as classic (green packaging) and winter (blue packaging). Four Season Medicated Oil is also available in 6 ml, 12 ml, 20 ml, and 40 ml bottles. The traditional formulation with natural ingredients offered by Four Season Medicated Oil can be attractive to consumers who are looking for traditional medicine or want to avoid harsh chemicals. Four Season Medicated Oil contains a blend of traditional ingredients such as *Oleum Eucalyptus*, Menthol, Camphor, Peppermint Oil, Methyl Salicylate, and Nonivamide. The peppermint oil and eucalyptus oil content can provide a refreshing aroma and help relieve breathing for some people.

The competition in the traditional health product industry, such as medicated oil, is really tough. Companies can't just offer quality products; they also need to build strong brand awareness in consumers' minds so that their products are easily recognized and remembered. Understanding the influence of brand awareness on purchasing decisions is important, especially for Four Season Medicated Oil, which is currently establishing its position in the market.

Four Season Medicated Oil is one of the products that entered the market amid fierce competition among brands of medicated oil. Brand awareness refers to the degree to which consumers recognize and remember a brand when faced with a particular product category. The higher level of awareness of a brand, the greater the chance that the brand will be chosen during the purchasing process. Brand recall helps measure pre-purchase awareness. Social media plays a significant role in marketing communications, particularly in building brand awareness, which is the first step for consumers in recognizing and remembering a brand.

According to Kotler & Armstrong (2016) as cited by (Sihombing, 2022), consumer purchasing decisions are influenced by four main factors, namely: Motivation, Perception, Learning, and Attitude. There are four indicators of purchasing decisions, according to P. Kotler & Keller (2012) as cited by (Winasis et al., 2022), namely: Loyalty to a product; Habit of purchasing a product; Giving recommendations to others; and Repeat purchases. According to Herdana (2015) in (Arianty & Andira, 2021), the factors that influence brand awareness are: Product Quality, Advertising, and Promotion. According to (Wilujeng & Edwar, 2021) there are several indicators of brand awareness: Brand Recall, Brand Recognition, Purchase Decision, and Consumption.

The issue of brand awareness for Four Season Medicated Oil is that it does not occupy a “top of mind” position in the category of medicated oils or therapeutic oils. General consumers are still more familiar with other brands such as Freshcare, Safecare, Aromatic, V-fresh, and Tolak Angin Care. As a result, consumers rarely hear about this medicated oil product. If consumers are not familiar with a brand, they tend not to choose it even if the product is of good quality. Efforts to raise brand awareness for Four Season Medicated Oil have not been widely seen in TV commercials, social media, YouTube, or influencer reviews. Low brand awareness is a significant problem for Four Season Medicated Oil because it directly discourages consumers from considering and ultimately purchasing the product. Without strong brand awareness, even marketing efforts and product quality will struggle to effectively drive purchasing decisions.

Brand awareness will be determined through factors that influence and indicators that may affect purchasing decisions for Four Season Medicated Oil product. Data collection for this study will be descriptive in nature and will be conducted quantitatively through primary surveys. Primary data will be collected directly by distributing questionnaires related to brand awareness and purchasing decisions for Four Season Medicated Oil product.

Based on the background described above, the following is the problem formulation presented by the researcher: “How does brand awareness influence purchasing decision for Four Season Medicated Oil product on the Instagram account @fourseasonmedicatedoil?”

The uniqueness of this research lay in the choice of research subject, namely Four Season Medicated Oil. This research also sought to examine whether the influence of brand awareness on purchasing decisions could be consistently applied to health products with varying levels of consumer sensitivity. This research makes a new contribution by combining two variables in the context of marketing communication for developing health products, particularly Four Season Medicated, which has not received much academic attention.

Previous research tends to discuss the influence of Brand Awareness on Purchase Decisions using a Likert scale as a measuring tool. No research has specifically examined the two variables of Brand Awareness and Purchase Decisions for Four Season Medicated Oil products. This research identifies issues related to Brand Awareness (Top of Mind and Promotion) and Purchase Decisions for Four Season Medicated Oil products. No research has comprehensively analyzed the specific influence of these variables, so that appropriate solutions to this problem cannot yet be formulated based on empirical data.

2. LITERATURE REVIEW

Brand Equity

Brand equity is a concept in marketing that refers to the added value that a brand has over a product or service, beyond its functional benefits. In other words, the existence of a brand name can have a distinct influence on consumer perceptions and assessments (Wardhana, 2024). Brand equity plays an important role because it can be a key differentiator between a product and competing products in the market. Through the power of its brand, a company can create a positive perception in the minds of consumers, which ultimately influences their attitudes and behaviors, including their intention to make a purchase. (Monika. et al., 2023).

When a brand has strong value, consumers tend to be more trusting, more confident, and more inclined to choose that product over other alternatives. High brand equity provides advantages for companies, allowing them to set relatively higher prices because consumers perceive the brand to have good quality and reputation. Strong brands also have the potential to increase market share and build stronger customer loyalty, so that consumers are less likely to switch to competing brands.

Brand Equity Components

- a. Brand awareness relates to how strong and how often a brand appears and is remembered in the minds of consumers, so that consumers are able to recognize and remember the brand when faced with a particular product category.
- b. Brand loyalty describes the level of commitment to a brand, which is reflected in consumers' tendency to make repeat purchases and not easily switch to competing brands.
- c. Perceived quality refers to consumers' subjective assessment of a brand's overall superiority, quality, and uniqueness compared to other brands.
- d. Brand associations include various thoughts, feelings, and unique impressions that are formed in consumers' minds and attached to a brand, which can influence consumers' attitudes and decisions towards that brand.

AISAS (Attention, Interest, Search, Action, and Share)

The digital communication behavior proposed by dentsu emerged as a response to significant changes in consumer behavior patterns since the advent of information and communication technology or new media, namely the internet (Ayesha et al., 2022). AISAS not only describes the purchasing process, but also reflects how consumers interact with brands across various digital platforms. This shows the importance of adaptation in marketing strategies to keep up with constantly changing consumer behavior. The use of influencer

marketing is a concrete example of the implementation of the AISAS model, where influencers can attract attention, then generate interest among followers, and influencer reviews serve as a source of search that triggers purchase and encourages followers to share consumer experiences. This model states that consumers today do not just receive messages, but are also actively involved in the marketing cycle. This model emphasizes that marketing does not end after the sale, but can continue by building relationships and encouraging advocacy from consumers. The AISAS model illustrates that consumer behavior in the digital age does not always occur in a linear way (Sugiyama & Andree, 2011).

AISAS Stages

a. Attention

The initial stage where consumers become aware of a product or service. This can be through traditional advertising, social media, or even recommendations from friends. The purpose of this stage is to attract consumers' attention from a sea of information.

b. Interest

At this stage, consumer interest begins to grow. Consumers begin to process the information they receive and feel compelled to learn more about the product or service.

c. Search

After becoming interested, consumers do not immediately make a purchase. Instead, they actively search for additional information online, such as product reviews, price comparisons, or usage tutorials. This stage shows that the consumer's decision-making process has become much more informed and rational, based on data and reviews from various sources.

d. Action

At this stage, consumers have made a purchase or taken the desired action. This stage is the ultimate goal of all marketing efforts.

e. Share

The final stage in the AISAS model is Share, where consumers share their experiences online. This can be through product reviews, posts on social media, or on e-commerce websites. The content shared is very valuable because it functions as powerful word-of-mouth advertising for the company.

Brand Awareness

Brand awareness is the ability of consumers to recognize or remember a brand based on a specific product category. Brand awareness is the first step in building a relationship between a brand and consumers (Aaker, 2020). Brand Awareness indicates consumers'

knowledge of a brand's existence. This concept is key in marketing and branding, as it directly influences consumers' purchasing decisions. Brand awareness does not happen by chance, but arises from the appeal of a product, content, or advertisement that persuades consumers to become interested and remember the brand they see (Susilo et al., 2024).

Brand Awareness Pyramid

- a. Unaware of Brand is the lowest level in the brand awareness pyramid, where consumers are not yet aware of or do not recognize the existence of a particular brand. At this stage, the brand has not yet entered consumers' knowledge.
- b. Brand Recognition is a higher level than unaware of brand. At this stage, consumers recognize and know the existence of a brand when given certain stimuli or reminders. This stage is the minimum level of brand awareness, because at this stage consumers begin to consider whether to choose or buy products from that brand.
- c. Brand Recall is a higher level of brand awareness than brand recognition, where consumers not only recognize or know about the existence of a brand, but are also able to recognize and remember the brand spontaneously without the use of any reminders.
- d. Top of Mind is the highest level of brand awareness, where a brand has become the consumer's first choice. At this stage, the brand is the first brand that immediately comes to mind when consumers think of a particular product category, compared to other existing brands.

Factors of Brand Awareness (Kotler & Keller, 2019)

- a. Brand Recall refers to consumers ability to remember or recognize a brand when asked to name brands that come to mind in relation to a particular product category. The first brand mentioned indicates the level of consumers' memory strength for that brand.
- b. Brand Recognition indicates consumers' ability to recognize a brand in a particular product category when given clues or distinctive characteristics of that brand. This stage reflects the extent to which consumers are able to identify product brands through certain stimuli.
- c. Purchase Decision, describes the extent to which consumers consider and include the company's product brands in their alternative choices when they are about to purchase products or services. At this stage, brands begin to play a role in the purchase decision-making process.
- d. Consumption, the condition when consumers finally buy and use the company's product because the brand has become the top choice or top of mind in the minds of consumers. This shows that the brand has a strong influence on consumer consumption behavior.

Purchase Decision

A purchase decision is an action taken by consumers to decide whether or not to buy a product. Consumer actions include all processes undergone by consumers, starting from problem identification, information search, alternative evaluation, decision stage, and evaluation stage (Kotler & Armstrong, 2018). The purchasing decision is a five-stage process that buyers go through in making choices about which products and services to buy, including problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Kerin & Hartley, 2018).

Consumer Purchase Decision Indicators (Kotler & Armstrong, 2016)

- a. Purchase certainty after learning about a product is the consumer's confidence in making a purchase after obtaining clear and adequate information about a product. Good information can increase consumer confidence so that they feel more certain in making a purchase decision.
- b. Deciding to buy because of the most preferred brand shows that consumers make purchases based on their preference for a particular brand. Brands that are well-known or have a positive image tend to be preferred by consumers over other brands.
- c. Purchasing because it suits their wants and needs. This is a consumer's decision to purchase a product because they believe it will meet their needs and desires.
- d. Purchasing because of recommendations from others is a purchasing decision influenced by advice or recommendations from people close to them, such as friends and family, or from other parties such as influencers. These recommendations can increase consumer confidence in the product they are going to buy.

Based on the previous theoretical framework, the hypotheses in this research are formulated as follows:

$X > Y$

H0 : There is no effect of the Brand Awareness variable on the purchase decision of Four Season Medicated Oil products.

H1 : There is an effect of the Brand Awareness variable on the purchase decision of Four Season Medicated Oil products.

Based on the explanation above, a research model can be formed to underpin this study, as follows:

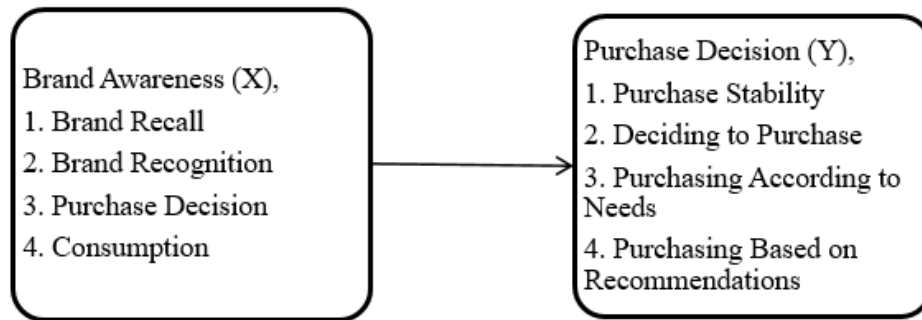


Figure 1. Conceptual Framework.

3. RESEARCH METHOD

This research uses a positivist paradigm; therefore, the data collected will be analyzed based on statistical figures, not the researcher's personal opinion. This study will use a quantitative approach with a descriptive research type. The results of the descriptive statistical analysis describe the cause-and-effect relationship between the variables of Brand Awareness and Purchase Decision studied, which consist of independent and dependent variables.

The population in this research is all followers of the Instagram account @fourseasonmedicatedoil who have purchased Four Season Medicated Oil products. The sampling technique applied is purposive sampling. The researcher will select respondents who have purchased Four Season Medicated Oil products. The population of followers of the Instagram account @fourseasonmedicatedoil (N = 2,505), and the margin of error of 10% (e = 0.1), then to anticipate invalid data, the sample size was rounded to 100 respondents.

The result of the Slovin formula is 97 respondents, but the researcher rounded the result to 100 respondents to anticipate invalid data. Thus, secondary data can help researchers measure the extent to which potential consumers are directly influenced by brands through social media.

In this research, primary data collection was conducted by distributing questionnaires to respondents as the main instrument for obtaining the required information. The scale used in this research was the Guttman scale, which is a measurement scale designed to obtain definite and certain answers from respondents. The questionnaire used the Guttman scale, and this measurement was obtained through definite answers, namely “yes” or “no.”



Figure 2. Instagram account @fourseasonmedicatedoil.

4. RESULTS AND DISCUSSION

Table 1. Validity Test Results (n = 20).

Statement	R Calculate	R Table	Validity Test Results
X1	0,836	0,422	Valid
X2	0,851	0,422	Valid
X3	0,851	0,422	Valid
X4	0,616	0,422	Valid
X5	0,853	0,422	Valid
X6	0,842	0,422	Valid
X7	0,853	0,422	Valid
X8	0,672	0,422	Valid
Y1	0,736	0,422	Valid
Y2	0,743	0,422	Valid
Y3	0,855	0,422	Valid
Y4	0,855	0,422	Valid
Y5	0,668	0,422	Valid
Y6	0,669	0,422	Valid
Y7	0,743	0,422	Valid
Y8	0,616	0,422	Valid

Source: Researcher-processed data (2026)

Based on the validity test results, all statement items in the Brand Awareness (X) and Purchase Decision (Y) variables had a calculated r value > table r (0.422), so all items were declared valid and suitable for use as research instruments.

Table 2. Reliability Test Results (n = 20).

Variable	Cronbach Alpha	Description
Brand Awareness (X)	0,912	Reliable
Purchase Decision (Y)	0,874	Reliable

Source: Researcher-processed data (2026)

Based on calculations using SPSS, the results obtained were 0.912 for variable X and 0.874 for variable Y. This shows that the research instrument is highly reliable, so it can be concluded that this research instrument has a high level of consistency and is suitable for use as a measuring tool in further research.

Based on the results of descriptive analysis conducted using the SPSS program, it was found that the Brand Awareness variable (X) had 100 respondents (N), with a minimum value of 3 and a maximum value of 8. The average value (mean) obtained was 6.45 with a standard deviation of 1.209. The relatively moderate standard deviation indicates that there is variation in the respondents' answers and is still within reasonable limits. When classified into Brand Awareness categories based on an interval value of 5.35-8, it falls into the high category. This shows that most respondents have a high level of brand awareness of Four Season Medicated Oil products, in terms of brand recognition, brand recall, and the ability to distinguish the product from other brands of the same type.

For the Decision variable (Y), there were also 100 respondents, with a minimum value of 4 and a maximum value of 8. The average (mean) value obtained was 6.71 with a standard deviation of 0.956. The standard deviation value was smaller than that of the Brand Awareness variable, indicating that the respondents' Purchase Decision levels were relatively more homogeneous. When classified into Purchase Decision categories based on the value interval of 5.35-8, which is included in the high category, the results indicate that respondents tend to have a positive purchase decision towards Four Season Medicated Oil products, as reflected in their willingness to buy, reuse, and recommend the product.

Based on the normality test results, the unstandardized residual mean value is 0.000, which indicates that the residuals are centered around zero. The median value of 0.088 and the 5% trimmed mean of 0.026 also indicate proximity to zero, indicating no significant deviation in the data distribution. The standard deviation value of 0.836 shows that the residual distribution is still within reasonable limits. In terms of distribution shape, the skewness value of -0.485 and the kurtosis value of -0.140, which are both within a range of approximately 1, indicate that the residual distribution tends to be symmetrical and not too pointed or too flat.

Based on the linearity test results presented in the ANOVA table, the F-value in the Linearity row is 39.689 with a significance level of 0.0000. This indicates that statistically there is a relationship between Brand Awareness and Purchase Decision. Meanwhile, the significance value in the Deviation from Linearity row shows a figure of 0.000. The relationship is said to be perfectly linear if the significance value is greater than 0.05 (> 0.05).

These results indicate that there is a significant deviation from the linear relationship, so that the relationship between Brand Awareness and Purchase Decision is not entirely linear.

Table 3. Simple Linear Regression Analysis Test.

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,468 ^a	,219	,212	,840

a. Predictors: (Constant), X
b. Dependent Variable: Y

Source: Researcher-processed data (2026)

Based on the results of the analysis in the Model Summary table, a correlation coefficient (R) value of 0.468 was obtained, indicating a positive influence with a moderate level of influence between Brand Awareness and Purchase Decision. The R Square value of 0.219 indicates that Brand Awareness can explain 21.9% of the variation in Purchase Decision, while the remaining 78.1% is influenced by factors other than the variables researched. The Adjusted R Square value of 0.212 indicates that the contribution of Brand Awareness to Purchase Decision remains consistent after adjusting for the number of variables in the model. Meanwhile, the Std. Error of the Estimate value of 0.840 shows that the prediction error rate is still within reasonable limits. Based on the results of a simple linear regression analysis using SPSS, the following regression equation was obtained:

$$Y = 4.346 + 0.366X$$

This regression equation shows the relationship between Brand Awareness (X) as the independent variable and Purchase Decision (Y) as the dependent variable. The constant value of 4.346 means that if Brand Awareness is considered to be zero, the value of Purchase Decision remains at 4.346. This shows that even without an increase in Brand Awareness, there is still a basic level of Purchase Decision that is influenced by other factors outside the Brand Awareness variable that are not discussed in this study.

Table 4. Partial Test (t-test).

ANOVA^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19,443	1	19,443	27,555	,000 ^b
	Residual	69,147	98	,706		
	Total	88,590	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X

Source: Researcher-processed data (2026)

Based on the ANOVA table, the calculated F value is 27.555 with a significance level of 0.000 (< 0.05). These results indicate that the regression model used is valid and significant, so it can be used to explain the effect between Brand Awareness and Purchase Decision. Thus, Brand Awareness simultaneously affects Purchase Decision.

The calculated t-value for the Brand Awareness (X) variable is 5.249 with a significance value (Sig.) of 0.000. This significance value is smaller than the predetermined significance level of 0.05, so it can be concluded that Brand Awareness partially has a significant influence on the Purchase Decision (Y) of Four Season Medicated Oil products on the Instagram account @fourseasonmedicatedoil. Thus, the alternative hypothesis (H_1) is accepted and the zero hypothesis (H_0) is rejected.

Table 5. Coefficient of Determination (R^2).

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,346	,458		9,487	,000
	X	,366	,070	,468	5,249	,000

a. Dependent Variable: Y

Source: Researcher-processed data (2026)

Based on the Coefficients table, a constant value of 4.346 was obtained, indicating that if Brand Awareness is considered to be zero, the Purchase Decision value remains at 4.346. Meanwhile, the Brand Awareness regression coefficient value of 0.366 with a significance value of 0.000 (< 0.05) indicates that Brand Awareness has a positive and significant effect on Purchase Decision. This means that every one-unit increase in Brand Awareness will increase Purchase Decision by 0.366 units. Thus, the research hypothesis stating that Brand Awareness affects the Purchase Decision of Four Season Medicated Oil products can be accepted.

An Adjusted R Square value of 0.212 shows the contribution of Brand Awareness to Purchase Decisions, adjusted for the number of variables and sample size, thus providing a more objective picture of the model's ability to explain the dependent variable. The relatively small difference between the R Square and Adjusted R Square values indicates that the regression model used is sufficiently stable and does not suffer from bias due to the sample size or variables used.

This condition is in line with the concept of Brand Awareness proposed by (Aaker, 2020) in his book "Brand Portfolio Strategy: Creating Relevance, Differentiation, Energy, Leverage, and Clarity," which states that Brand Awareness is the ability of consumers to recognize and remember a brand as part of a particular product category. The high level of Brand Awareness indicates that the Four Season Medicated Oil brand has successfully established a strong position in consumers' minds.

This is in line with the opinion of (Kotler & Armstrong, 2018) in their book “Principles of Marketing,” which states that purchasing decisions are the final stage of the consumer behavior process after going through the stages of recognizing needs, searching for information, and evaluating alternatives. The high value of the Purchasing Decision indicates that respondents have sufficient confidence to choose and purchase products based on the information and perceptions they have formed about the brand.

These results reinforce the view in the AISAS theory proposed by (Sugiyama & Andree, 2011) in the book “The Dentsu Way,” in which brand awareness plays an important role in the early stages of attention and interest. Strong brand awareness encourages consumers to continue the process to the next stage, namely search and action, which in this study influences purchasing decisions.

5. CONCLUSION

The average result obtained was 6.45 for the Brand Awareness variable based on an interval value of 5.35-8, which is classified as high. This shows that the respondents' engagement with the @fourseasonmedicatedoil Instagram account, whether cognitive, affective, or behavioral, plays an important role in shaping purchasing decisions. The regression analysis results show a regression coefficient value of 0.366, which means that every increase in Brand Awareness will be followed by an increase in Purchase Decisions. A positive regression coefficient indicates that Brand Awareness is an important factor in encouraging consumers to buy Four Season Medicated Oil products through Instagram social media. The variable contribution test result of 0.219 shows that the Brand Awareness variable contributes 21.9% to the Purchase Decision. The results of this study confirm that in the @fourseasonmedicatedoil digital marketing ecosystem, brand awareness is an important stimulus factor, while the remaining 78.1% is influenced by other variables not examined in this research. The hypothesis results with a significance level of $0.000 < 0.05$, which means that the regression model used in this study is valid and significant in explaining the effect of Brand Awareness on the Purchase Decision of Four Season Medicated Oil products.

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