

The Effect of Product Advertising Through YouTube Media on Brand Awareness, Brand Image, and Purchase Intentions in the Millennial Generation

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ABSTRACT

This study aims to see the influence of YouTube media as a place for promoting or advertising various products on brand awareness, brand image, and purchase intention by millennials in Indonesia. This research is based on advertising value theory and generational cohort theory. The variables in this study are YouTube advertising, brand awareness, brand image, and purchase intention. This study used a quantitative approach by distributing questionnaires online which managed to get 141 respondents. The respondents were collected by convenience sampling technique based on the choice of age criteria ranging from 18 years to 40 years the birth of the millennial generation 1982-2004 was based on the theory of generation by Strauss-Howe and using YouTube as an entertainment medium and information channel. Process the data from the results of this study using the PLS-SEM application. The results of this study found that there was a positive influence of YouTube advertising on brand awareness, brand image, and direct purchase intention. Brand image also influences purchase intention, but brand awareness does not influence purchase intention. So only brand image can be said as a mediating variable, while brand awareness is not. This research can be additional literacy related to the topic of the influence of YouTube advertisements which is still small. Companies can use this research as a basis for studies to make product or brand marketing through digital media more attractive to convey to consumers.

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1. INTRODUCTION

Currently, the digital era has changed consumer behavior, especially regarding access to information. The synergy between the telecommunications industry, telecommunications equipment, and telecommunications networks has ushered in an era of interactive communications for consumers. Utilization of social media platforms must be able to reach and influence consumers in providing an image and purchase intention to them. Devices and systems based on cellular technology have become commonplace in everyday life [1]. YouTube is a video-sharing community that enables YouTube users to create and view various kinds of videos online using a web browser [2]. YouTube marketing is one of the marketing strategies that can be done to increase sales through the platform YouTube. Strategy digital marketing is indeed the right option for promoting company products or services [3]. This can be an opportunity for companies to explain their products to consumers through existing digital media. Indirectly, brand awareness, brand image, and purchase intention among consumers will be built using social media services to advertise the company's products.

According to [4] various parts of the population can be divided into different generational groups based on events that have occurred during a certain period. So that each group can display homogeneous

values, attitudes, interests, lifestyles, needs, behaviors, and consumption patterns because they are influenced by innovation and technological developments; and experiences, that occur during a certain period. Based on the introduction to the Strauss-Howe generation theory [5] Millennials and X generations need the latest, most up-to-date technology. This is in line with the fact that a generation expert report, by Ericsson [6] states that the number of teenagers using video streaming services continues to increase. Ericsson notes that in 2011, only about 7% of youth between the ages of 16 and 19 watched videos on YouTube. The average time they spend in front of the screen is about three hours a day. This number within four years later increased to 20%.

According to [7] advertising value is an assessment from a subjective point of view of the value and use of an advertisement by customers. The concept of advertising value can be explained as a consumer's perception of the benefits and relative value of advertising [8]. The main purpose of Internet advertising is to increase sales, which is the main goal of advertising through Internet media, which can be achieved by attracting more consumers to the Internet. [9]. The importance of having strong brand awareness is the key for companies to excel in business competition, where consumers tend to choose products or services from brands they know and this is a driving factor for sales [10]. Brands with a positive or popular image provide advantages for producers because they are better known by consumers. This is why consumers often use the brand image of a product as a reference in making purchasing decisions [11]. The desire or interest to buy something is a form of consumer behavior. The form of interest or purchase intention is a potential consumer, namely a consumer who has not yet taken a purchase action and is likely to purchase in the future, or who may meet standard requirements as a potential buyer [12].

Related previous research also showed the relationship between advertising value and three factors such as informativeness, entertainment, and irritation which ultimately affect attitudes toward advertising [13]. In previous research [14] it was found that there was an effect of YouTube advertising on brand awareness and brand image, while brand awareness and brand image did not affect building purchase intentions. YouTube ads are directly related to purchase intent. Another study [15] shows that the dimensions of YouTube advertising do not affect brand awareness, but brand awareness does affect purchase intention.

The purpose of this research is to find out whether there is an influence or relationship between product advertisements presented through YouTube media on brand awareness, brand image, and purchase intention in the millennial generation. From the formulation of the problem, the topic of the discussion was "The Influence of Product Advertising Through YouTube Media on Brand Awareness, Brand Image, and Purchase Intentions in the Millennial Generation." The research that the authors conducted was a form of renewal and replication of research was conducted [14] which the authors made as the main journal. The research that the author did, targeted the millennial generation spread throughout Indonesia, compared to previous research which only took samples in certain areas. The technique of determining the sample in this study used a convenience sampling technique, different compared to previous studies that used a purposive sampling technique. More indicators are used, namely by adding indicators about credibility to the YouTube ad variable.

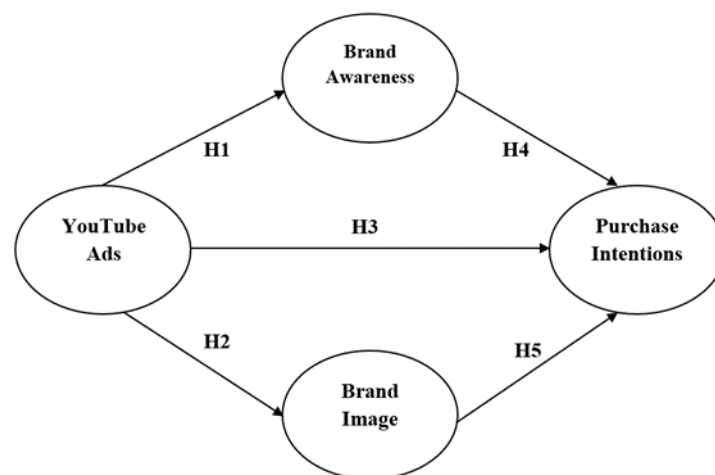


Figure 1. Framework

- H1: YouTube ads has a positive effect on brand awareness
- H2: YouTube ads has a positive effect on brand image
- H3: YouTube ads has a positive effect on purchase intention
- H4: Brand awareness has a positive effect on purchase intention
- H5: Brand image has a positive effect on purchase intention

2. RESEARCH METHOD

This study targets respondents in the millennial age category, which according to [16] are those born from 1982 to 2004 which means that they have an age range from 18 to 40 years. Respondents were collected using a convenience sampling technique based on predetermined age criteria. The location of this research is Indonesia without specific regional characteristics. The sample in this study is the Indonesian population, especially the millennial generation, who have used YouTube as a medium of entertainment and information. In this study, data were obtained from questionnaires taken from 140 respondents. The data collection procedure will be carried out by sending an online survey using the Google Form. Data processing from the results of this study uses the SEM-PLS application, namely SmartPLS 3.

3. RESULTS AND ANALYSIS

3.1. Results

3.1.1. Characteristics of Respondents

In the research that has been done to get respondents as many as 141 respondents. With 100% of all respondents stating that they use YouTube as a channel for information and entertainment. It is known that the number of male respondents amounted to 66 people a percentage of 47% of the total respondents, fewer than the number of female respondents who numbered more, namely 75 people with a percentage of 53%. This study targets respondents in the millennial age category, which according to (Strauss & Howe, 2000) are those born from 1982 to 2004 which means that they have an age range from 18 to 40 years. Of all the respondents analyzed, it is known that criteria based on work are dominated by students/students by 42%, followed by jobs as private employees by 24%, jobs as entrepreneurs by 15%, PNS/TNI/Polri by 8%, not working by 4 %, and other employment status such as honorary employees, freelance workers, contract employees, midwives, fresh-graduates, teachers, and the general public at 1% each.

Information	Frequency	%
<i>Gender</i>		
Man	66	47
Woman	75	53
<i>Age</i>		
18 - 30 Years	81	57
31 - 40 Years	60	43
<i>Occupation</i>		
Student / Student	59	42
Private Officer	34	24
Businessman	21	15
PNS/TNI/Polri	11	8
Doesn't work	6	4
Honorary	2	1
Freelance	2	1
Contract officer	2	1
Midwife	1	1
Fresh graduate	1	1
General	1	1
Teacher	1	1
Total	72	100

Source: Primary data, 2023

3.1.2. Convergent Validity (Outer Model)

In the convergent validity test process must pay attention to loading and average Variance Extracted (AVE). The research results are declared valid if the value (AVE > 50), or in the word AVE has a minimum value of 0.50. Then for the result valueouter loading that is, a minimum of 0.50 [17].

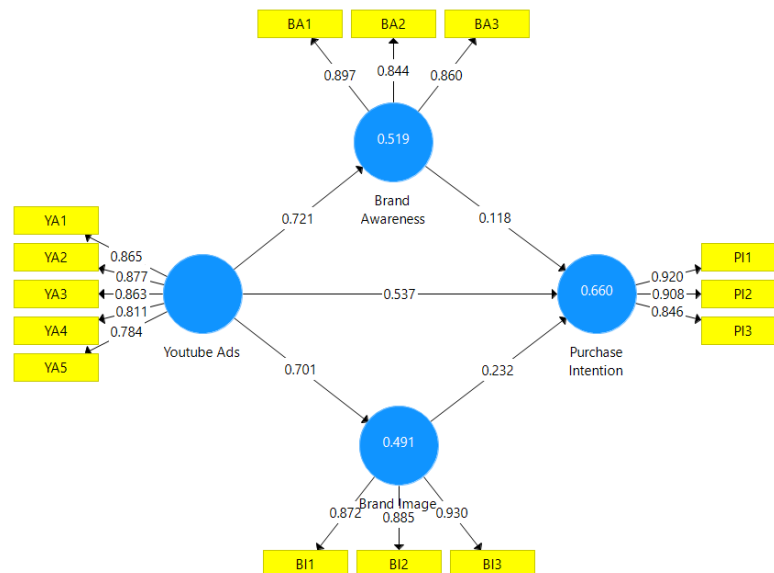


Figure 2. Outer Model Measurement

Based on the results of the convergent validity test in Figure 1, the values of the four variables and indicators were obtained such as BA1 of 0.897, BA2 of 0.844, BA3 of 0.860, BI1 of 0.872, BI2 of 0.885, BI3 of 0.930, PI1 of 0.920, PI2 of 0.908, PI3 was 0.846, YA1 was 0.865, YA2 was 0.877, YA3 was 0.863, YA4 was 0.811, YA5 was 0.784. validity can also be seen from the results of testing based on average Variance Extracted (AVE). Based on the value of the test results it can be seen that the value of each variable indicator can be said to be valid.

3.1.3. Discriminant Validity

The results of this discriminant validity can be said to be valid if each variable has a value that is greater than the value of the variable below it.

Table 2. Fornell-Larcker Criterion

Variable	Brand awareness (BA)	Brand image (BI)	Purchase intention (PI)	YouTube Ads (YA)
Brand awareness	0,867			
Brand image	0,665	0,896		
Purchase intention	0,660	0,687	0,892	
YouTube Ads	0,721	0,701	0,785	0,841

Source: Data Processed, 2023

Based on the results listed in Table 2, it can be seen that the AVE square root value of each variable has formed a diagonal where the value of the upper variable is greater than the value of the variable below it. Like the brand awareness variable which has a value (0.867) greater than the value below it, namely the brand image variable with a value of (0.665). Brand image has a value (0.896) greater than purchase intention which has a value (0.687). Then purchase intention has a value (0.892) which is greater than YouTube ads which have a value (0.785). And finally, YouTube ads that have a value (0.841). So it can be seen that the results of the discriminant test can be said to be valid.

3.1.4. Composite Reliability

A variable can be said to be reliable by looking at the value of Cronbach's alpha and composite reliability provided the value is more than 0.70. The variable of brand awareness (BA) has a value of composite reliability of 0.901, then the brand image variable (BI) is 0.924, the purchase intention variable (PI) is 0.921, and the YouTube advertising variable (YA) has a value of 0.923. Then if you look at the value of Cronbach's alpha obtain the value of each variable. The brand awareness variable (BA) has a value Cronbach's alpha of 0.836, then for the brand image variable (BI) a value of 0.877 was obtained, the purchase intention variable (PI) had a value of 0.871, and for the YouTube advertising variable (YA) it had a value Cronbach's alpha of 0.896.

From the reliability test conducted, it can be seen that the values of Cronbach's alpha and composite reliability on the test variables have met the required standards. Therefore, the variables of brand awareness, brand image, purchase intention, and YouTube advertising can be said to be reliable.

3.1.5. Collinearity Test (Inner Model)

This test was carried out to determine the size of the relationship between the independent variables and the dependent variable. According to [17] the VIF value has a collinearity problem if the value of each variable obtains a value of more than 5 so it is necessary to eliminate one of the indicators and for the value ideal if it gets a value of 1. The results of the collinearity test in this study found that the relationship between YouTube advertising and brand awareness has a value of (1,000) which means the relationship between the two variables is said to be ideal. Likewise, with the relationship between YouTube advertising and brand image, it is found that the relationship is also ideal, namely with a value of (1.000). Then YouTube advertising awareness of purchase intention gets a value (2.547). Brand awareness of purchase intention obtains value (2.322). Brand image on purchase intention gets value (2.193). Thus, the results of all relationships between variables can be said to be ideal.

3.1.6. Results of Analysis of the Coefficient of Determination (R-Square)

The results obtained from the coefficient of determination in this study indicate that the purchase intention variable gains the value of R-Square (0.660) when the percentage to 66%, it can be said that the variable of purchase intention can still be explained by the variables of brand awareness, brand image and variables that are not included in the study in this study, around 34%. Then the results of brand awareness gain value of R-Square (0.519) or 51.9%, which means that brand awareness can be explained by 48.1% by other variables outside of this study. Furthermore, the results of the brand image get a value on R-Square (0.491) or 49.1% which means that there are still 50.9% of other variables such as brand awareness, purchase intention, and other variables outside of this study.

Table 3. Hypothesis Result

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Conclusion
YouTube Ads→ Brand awareness	0,721	14,130	0,000	H1 is supported
YouTube Ads→ Brand image	0,701	14,296	0,000	H2 is supported
YouTube Ads→ Purchase intention	0,537	7,521	0,000	H3 is supported
Brand awareness→ Purchase intention	0,118	1,405	0,161	H4 is not supported
Brand image→ Purchase intention	0,232	2,749	0,006	H5 is supported

Source: SmartPLS 3's Data Processed, 2023

The condition for testing the hypothesis is said to be supported or the variable can be said to be significant if the T-Statistic has a value of more than 1.96 and the results can be said to be significant if the value of P Values is less than 0.05. Based on the research that has been done in testing the path coefficient with a total of five hypotheses, it is found that there is one hypothesis that is not supported by the results, namely H4. In this hypothesis, H4 discusses the relationship between the brand awareness variable and its influence on the purchase intention variable, where the results are obtained in the form of a T-Statistic value that only has a value of (1.405) and the value of P-Values value (0.161). This resulted in the H4 hypothesis not being supported because the T-statistic value was below the required value of 1.96 and the P-values more than 0.05. As for the other hypotheses except for hypothesis H4, all of them have met the requirements or in other words are supported and have significant value. As in the H1 hypothesis, namely the relationship between YouTube advertising and brand awareness, it obtains a T-statistic value (14.130) and P-value value (0.000). Then the H2 hypothesis has a T-Statistic value for the relationship between YouTube advertising and brand image (14.296) and for P-Value has a value (0.000). For the H3 hypothesis, results are also supported regarding the relationship between YouTube advertising and purchase intention which has a T-statistic value (7.521) and P-value which has a value (0.000). Then the H5 hypothesis has results that are also supported regarding the relationship between brand image and purchase intention which has a T-statistic value (2.749) and P-value which is worth (0.006).

3.2. Analysis

3.2.1. The Effect YouTube Ads Have on Brand Awareness

Based on the results of the path coefficients for testing the hypothesis, it was found that the relationship between the YouTube Ads variable and brand awareness or H1 can be supported. These results also make the relationship between the YouTube advertising variable and the brand awareness variable the strongest variable relationship by looking at the original sample value, the relationship between the two has a value (0.721). If the value is getting closer to 1 then the relationship is said to be getting stronger, and conversely, if it is getting closer to 0 then a variable relationship can be said to be getting weaker. The results of this hypothesis are in line with what was found in previous research conducted [14]. The results of this study indicate that YouTube advertising influences brand awareness. All of the factors present in YouTube Ads play an essential role in helping to increase brand awareness. Another study conducted [18] shows that YouTube advertising has a significant and simultaneous influence on brand awareness for these smartphones. The result of a simple, unexpected, interesting, and relevant dimension has a significant impact on the brand awareness of the smartphone. This is also in line with what was found by the research conducted [19] that the advertising value variable has a significant direct influence on brand awareness of Telkomsel products. However, another study was conducted [15] found no relationship between YouTube advertising and brand awareness.

3.2.2. The Effect of YouTube Ads on Brand Image

Tests carried out for the second hypothesis, namely in the form of a relationship between YouTube advertising variables and brand image, show that the relationship in H2 is supported. The same result was found in a previous study conducted [14] that YouTube advertising can make a brand image attractive. The research conducted [20] also showed positive results in which YouTube advertisements influenced the formation of the company's brand image. This is also in line with research conducted [21] that YouTube advertising with its content can have a significant influence on the brand image of a shampoo product where YouTube advertising variables simultaneously affect brand image.

3.2.3. The Effect of YouTube Ads on Purchase Intentions

Then the results of the next test with the path coefficient test on the third hypothesis or H3, namely the effect of YouTube advertising on purchase intention, show a positive effect, in other words, this hypothesis can be supported. These results are also the same as research conducted [14] where the results shown also have a positive influence on YouTube advertising on purchase intention directly. The results of this study are also in line with research conducted [22] which shows that YouTube advertising also has a direct effect on purchase intention. YouTube ads are known to have a direct influence on consumer purchase intentions without the need to go through other media variables to determine the indirect effect. This is also the same as the results of the research conducted [19] that variables advertising value positive and significant effect on intention on Telkomsel products mediated by brand awareness.

3.2.4. The Effect of Brand Awareness on Purchase Intentions

In the next hypothesis, namely the fourth hypothesis in the form of a relationship between brand awareness variables and purchase intentions, it was found that the fourth hypothesis or H4 had no effect, or in other words, the hypothesis could not be supported. This can be seen in the T-statistic value (1.405) where the T-statistic value should be more than 1.96. Also seen on P values (0.161) where it should be P Values so that it can be said to be supported should not be worth more than 0.05. This result also makes the relationship between these two variables the weakest relationship between variables because the value of the original sample in the relationship between the two only gets (0.118). This is in line with the overall results where the hypothesis of the relationship between the two variables is also not supported. The results of this study are also the same as the tests conducted [14] in which there is no influence between brand awareness variables on purchase intentions. So in this previous study, the brand awareness variable cannot be said to be a mediating variable because it has no influence. However, different results were shown by tests conducted by [15] with the brand awareness variable having a positive influence on purchase intention. As well as research conducted [7] it is also known that there is a positive influence of brand awareness on consumer purchase intentions.

3.2.5. The Effect of Brand Image on Purchase Intentions

Based on the tests carried out in the form of path coefficient tests on the fifth hypothesis or H5, the relationship between brand image variables and purchase intentions obtained positive results, or the hypothesis was supported. In previous studies [23] it was also found that brand image simultaneously had a significant positive effect on the intention or decision to purchase a smartphone. However, different results were found in research [14] that the brand image variable does not influence purchase intention. This is also supported by research conducted [24] that brand image has a significant influence on the variable of purchase intention of consumers for a product. The existence of a good brand image in the minds of consumers can form consumer purchase intentions as indicated by the positive evaluation of consumers about the product

being assessed. Furthermore, research conducted [25] shows that brand image even has a positive influence on the intention to repurchase a product.

4. CONCLUSION

Based on the analysis that has been done, it can be concluded based on the problem formulation of this study that four hypotheses are accepted, and one hypothesis that cannot be supported or cannot be accepted. In more detail, the results of this study can be concluded that YouTube advertising has a positive influence on the brand awareness of the millennial generation in Indonesia. Even though YouTube ads have a positive influence on brand awareness, brand awareness does not affect purchase intentions in Indonesia's millennial generation. So the brand awareness variable cannot be considered as a mediating variable. YouTube ads have a positive influence on the brand image of an advertised product. Brand image has a positive influence on the purchase intention of the Indonesian millennial generation. So brand image can be considered as a mediating variable. However, YouTube ads directly have a positive influence on the purchase intention of Indonesia's millennial generation.

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This research can be used as a reference for further research because it is an update of previous research. This research also enriches reference materials related to the same research topic, so that it can be used for research purposes related to YouTube advertising.

Several limitations were found, such as the lack of journals or other research discussing YouTube advertising that could be used as reference material. This research was only conducted in Indonesia, so the results may be different in other regions based on various factors. The variables used are only limited to YouTube Ads, Brand Awareness, and Brand Image variables to see their influence on purchase intention. There could be other factors or variables that can influence consumers from seeing YouTube Ads to making purchasing decisions.

Future research might examine other variables that can influence purchase intentions, such as brand equity or perhaps brand ambassadors presented through advertising. The number of respondents in future research may be increased along with the indicator components which can also be added more fully to obtain results that may be more comprehensive and more closely represent the facts in the field. So that it can further complement existing references regarding YouTube Ads marketing communications on consumer behavior, which so far has been little research that has been discussed.

Companies can use this research as the basis for a study to make product or brand marketing through digital media more attractive to convey to consumers. Companies must pay attention to the presentation of the content of their products in advertising displays in various media, especially YouTube, so that it is more attractive and accepted by consumers, so that it will be easy for them to obtain information and build awareness and a unique image, thereby creating a decision to make a purchase. The Company's ability, especially the marketing side, to read about developments in the YouTube Algorithm is also highly emphasized because it will have implications for whether or not the content targeting consumers is appropriate according to the main video content they are currently enjoying so that it can be accepted and does not disturb consumers.

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