

Brand Ambassadors, Brand Trust, and Hedonic Motivation in Shaping G2Glow Purchase Decisions

Alma Syifa Rahma^{1*}, Fuzha Melyani Putri², Ratu Dini Khomairo³, Nurfithroh Tinnafsiyyah⁴, Almira Zulaeka⁵

^{1,2,3,4,5}Universitas Pelita Bangsa

Email: almasyifarahma05@gmail.com

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Abstract

This study explores the influence of Social Brand Ambassadors on purchasing decisions for G2Glow products, with Brand Trust as a mediating variable and Hedonic Motivation as a moderating variable. The aim of this research is to determine the extent to which brand ambassadors shape brand trust and how it affects consumer decision-making. A quantitative approach was employed using Partial Least Square (PLS) analysis, and data were collected from 101 respondents via an online questionnaire. The results indicate that Social Brand Ambassadors do not have a direct effect on purchasing decisions but do have a significant indirect effect through Brand Trust. Furthermore, Hedonic Motivation also has a significant influence on purchasing decisions. The analysis of variables reveals that Brand Trust plays a crucial role as a bridge between brand ambassadors and purchasing decisions, while Hedonic Motivation enhances the emotional influence in the buying process. The conclusion of this study highlights that brand trust is a key factor in influencing purchasing decisions, and the strategic use of the right brand ambassador can strengthen that trust. The originality of this study lies in integrating social brand ambassadors, brand trust, and hedonic motivation within a single model, offering a more comprehensive explanation of consumer behavior in the beauty industry. Theoretically, the findings extend consumer behavior and branding literature by showing that emotional and trust-based mechanisms are stronger predictors of purchasing decisions than ambassadorial presence alone, thereby contributing new insights into the role of mediated and moderated pathways in digital marketing contexts. The practical implication is that marketers should emphasize emotional elements and credibility in their promotional strategies.

Keywords: Social Brand Ambassador, Brand Trust, Hedonic Motivation, Purchase Decision, G2Glow.

Introduction

Consumers' purchasing decisions are influenced by a variety of factors, including the role of brand ambassadors, brand image, and trust in the brand. Research by Kristian et al. (2021) shows that brand ambassadors and brand image have a significant positive effect on purchase decisions, with trustworthiness as an intervening variable. This emphasizes the importance of companies in choosing the right brand ambassadors and building a strong brand image to improve consumer purchasing decisions (Annisa Nureza & Ramadhan, 2023).

In addition, hedonistic shopping motivation also plays an important role in purchasing decisions. A study by Anggraeni et al. (2024) found that hedonistic shopping motivation has a

positive and significant influence on purchase decisions among Tokopedia e-commerce users in Semarang City. This suggests that consumers looking for pleasure and emotional experience in shopping tend to be more involved in the buying process, so companies need to consider the hedonistic aspect of their marketing strategy

Consumer purchasing decisions in the cosmetics industry are influenced by a variety of factors, including product reviews, promotions, and purchasing platforms. Here is data that illustrates this phenomenon such as: Consumer Preferences in Buying Cosmetics Online Based on a survey conducted by Insight Factory by SOCO, the main reason Indonesian consumers buy cosmetic products online is: 83% because of many exclusive discount offers in online stores. 77% because they can read product reviews first. 72% because they can compare prices in different online stores., This data shows that promotional factors, reviews, and ease of price comparison play an important role in online cosmetics purchase decisions.

The percentage of consumers who read reviews before buying beauty products According to a report from Insight Factory by SOCO, as many as 77% of beauty product consumers in Indonesia read reviews before making a purchase. This shows that the majority of consumers seek information and opinions of other users as a consideration before deciding to buy a particular beauty product. The above data illustrates that the purchase decision of cosmetic products in Indonesia is greatly influenced by factors such as promotions, product reviews, and purchasing platforms. Cosmetics companies need to consider these factors in their marketing strategies to improve consumer purchasing decisions.

Based on the phenomenon that has been explained, there are several problems that can be studied related to the purchase decision of cosmetic products, especially in relation to brand ambassadors, brand trust, and hedonic motivation. Existing Problems Purchasing Decisions Influenced by Reviews and Promotions More from Brand Ambassador data shows that 77% of consumers read reviews before buying a cosmetic product, while 83% are attracted by exclusive discounts in online stores. This indicates that although brand ambassadors play a role in marketing, review and promotion factors are more dominant in influencing purchasing decisions. This is in line with research that states that brand trust influenced by consumer reviews has a significant influence on purchasing decisions (Erdem & Swait, 2004).

Hedonic Motivation as a Key Factor in Purchase Decisions, hedonistic shopping motivation has been proven to have an influence on purchase decisions, where consumers who are looking for pleasure and emotional experience tend to be more easily influenced by marketing elements such as brand ambassadors. However, in the case of cosmetic purchases, the data shows that product reviews and discounts are still top priorities rather than just the emotional appeal of a brand ambassador. This is supported by research by Hirschman & Holbrook (1982), which found that emotional experiences and pleasure in shopping can amplify or weaken the influence of brand ambassadors depending on the relevance of the product to the consumer's hedonistic needs. (Hirschman & Holbrook, 1982).

Research by Suardhika (2023) brand ambassadors have a significant influence on the purchase decision of MS Glow products in North Bekasi, that is, the influence of the Brand Ambassador increases slowly with positive results due to the impact of the influence of the chosen brand ambassador. Cha Eun Woo's ability as a brand ambassador quite influences consumer perception of MS Glow products.

Brand ambassadors have a positive and significant effect on consumer purchasing decisions (2023). In other words, the use of brand ambassadors that have the power to

influence customers' minds, have attractiveness, attract attention, and are in accordance with the products offered will greatly influence customers' decisions to buy Ms Glow skincare products in Denpasar City.

Research conducted by Purnama & Novitasari (2022), which states that brand ambassadors have a negative effect on purchasing decisions. This shows that when consumers decide to buy a product or service on Tokopedia, consumers do not see the brand ambassador but buy because they see the need or benefit of the product or service. These inconsistent findings in the literature further strengthen the novelty of this study, which integrates both mediation (brand trust) and moderation (hedonic motivation) to better explain when and how brand ambassadors influence consumer purchase decisions.

The influence of brand trust on purchase decisions based on the results of the examiner on the brand Trust variable (X3) shows that the brand trust variable on the purchase decision has a positive relationship (2023), The results are in accordance with the theory expressed by (Surachman 2008) which states that the brand identity system includes values created in order to provide functional benefits, a brand value statement that includes emotional benefits and expression benefits self. Emotional benefits are related to the ability of the brand to make the buyer or user of the brand feel something during the purchase process that can be used as an experience for the majority of consumers. Brand trust has a positive and significant effect on the purchase decision of Converse shoes. This suggests that increasing consumer brand trust in Converse shoes will increase consumers' tendency to make purchases of Converse shoes (Adrian, J.A., & Zeplin, 2017).

The results of the study show that brand trust does not have a significant effect on purchasing decisions. The hypothesis that brand trust has a positive effect on purchasing decisions is unacceptable. This research is in line with Intan Ali's (2019) research which states that brand trust has no effect on purchase decisions. However, this research is in contrast to Wibowo's (2022) research which states that brand trust is consumer trust to rely on a product, especially in the context of Smartphones, where brands are reliable in quality and have been recognized by many people based on consumers' liking for the product. In this case, consumers' purchasing decisions, especially in choosing a mobile phone such as the iPhone, are not entirely influenced by brand trust. Consumers evaluated several other mobile phones and concluded that the iPhone lacked their trust to satisfy and meet consumer needs (Irbad et al., 2023). These mixed results underline the lack of consensus in prior literature, thereby providing justification for this study to explicitly test the mediating role of brand trust alongside the moderating role of hedonic motivation in the cosmetic industry context, offering a more comprehensive model than previous research.

Method

This study uses a quantitative approach with an associative method to determine the influence of Social Brand Ambassador (SBA) on the purchase decision of G2Glow products. In this study, Brand Trust was used as a mediating variable and Hedonic Motivation as a moderation variable. The research population was G2Glow consumers who were active on social media. A sample of 101 respondents was selected using the purposive sampling technique, with criteria being over 17 years old, having seen G2Glow promotions on TikTok or Instagram, and having or are interested in buying G2Glow products. The rationale for selecting TikTok and Instagram is based on their position as the most frequently used platforms by G2Glow's target market, making them relevant media to capture consumer

interaction and purchase intention. The determination of 101 respondents refers to methodological standards in PLS-SEM, which recommend a minimum sample size of 10 times the maximum number of structural paths directed at any latent construct, thereby ensuring adequate statistical power and model estimation reliability. Data was collected through an online questionnaire that used a Likert scale of 1 to 5 to assess respondents' answers. Data analysis was carried out using the Partial Least Square (PLS) method with the help of the SmartPLS 3.0 application. The analysis was carried out through several stages, namely an external model test to test the validity and reliability of the instrument, an internal model test to see the relationship between variables, a significance test to determine direct and indirect influences, and a mediation and moderation test to see the role of Brand Trust and Hedonic Motivation in influencing purchasing decisions.

Results and Discussion

Table 1. Responden Profile

Item	Type	Respond	Percentage(%)
Gender	Woman	91	90,1%
	Man	10	9,9%
Age	18-20 years old	26	25,7%
	21-25 years old	68	67,3%
	26-30 years	4	4%
	>30 years old	3	3%
Work	Student/Student	77	84,6%
	Private employees	10	11%
	Entrepreneurial	4	4,4%
Buy skin care product	Every month	29	31,9%
	1-3 months	51	56%
	>3 months	11	12,1%
source of information about g2glow products	Instagram	8	8,8%
	Tiktok	78	85,7%
	Youtobe	0	0%
	Recommend friends/family	5	5,5%

This study involved 101 respondents, 91 people (90.1%) were dominated by women, while only 10 (9.9%) were men. Based on age, the majority of respondents were in the age range of 21-25 years as many as 68 people (67.3%), followed by 26 people (25.7%) aged 18-20 years (25.7%), 4 people aged 26-30 years (4%), and over 30 years old (3%). In terms of employment, the majority of respondents were students or college students as many as 77 people (84.6%), followed by private employees as many as 10 people (11%), and entrepreneurs as many as 4 people (4.4%).

The frequency of purchasing skin care products shows that most respondents buy products every 1–3 months as many as 51 people (56%), then every month as many as 29 people (31.9%), and more than 3 months as many as 11 people (12.1%). Regarding the source

of information about 22Glow products, the majority of respondents obtained information from TikTok as many as 78 people (85.7%), followed by Instagram as many as 8 people (8.8%), and recommendations from friends or family as many as 5 people (5.5%). No respondents obtained information from YouTube.

Outer model

Table 2. Outer Model Result

	Outer loading	Composote reliability	AVE
BT	0.716 - 0.862	0,902	0,606
Hedonic	0.717 - 0.879	0,908	0,666
kppg	0.768 – 0.892	0,898	0,688
SBA	0.783 – 0.881	0,866	0,684

Source: SmartPLS 3.0

Table 2 presents the results of the outer model analysis, which evaluates the validity and reliability of each construct in the research model. The outer loading values for all constructs—Brand Trust (BT), Hedonic Motivation, Purchase Decision (KPPG), and Social Brand Ambassador (SBA)—range from 0.716 to 0.892, indicating that each indicator has a strong contribution to its respective latent variable. The composite reliability values exceed the threshold of 0.70, with scores ranging from 0.866 to 0.908, demonstrating high internal consistency for all constructs. Furthermore, the Average Variance Extracted (AVE) values are all above 0.50, indicating that each construct has acceptable convergent validity. These results confirm that the measurement model is reliable and valid for further analysis.

R Square

Table 3. R Square Result

	R Square
BT	0.596
KPPG	0.664

Source: SmartPLS 3.0

Based on the results of the analysis, the value of the determination coefficient (R Square) for the BT variable was 0.596, while for the KPPG variable it was 0.664. This shows that models that use the BT variable are able to explain 59.6% of the variation from the dependent variable, while the remaining 40.4% is explained by factors outside the model. Meanwhile, the model that used the KPPG variable had a slightly higher ability to explain the variation of the dependent variable, which was 66.4%, and the remaining 33.6% was explained by other variables that were not included in the model. Thus, it can be concluded that the KPPG variable contributes more to the model than the BT variable.

Path Coefficients

Table 4. Path Coefficients Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
BT -> KPPG	0.499	0.497	0.153	3.269	0.001
Hedonic -> KPPG	0.296	0.299	0.150	1.978	0.048
SBA -> BT	0.772	0.773	0.044	17.419	0.000
SBA -> KPPG	0.056	0.057	0.127	0.440	0.660

Source: SmartPLS 3.0

Table 4 displays the path coefficient analysis, which assesses the strength and significance of relationships between constructs in the model. The path from Social Brand Ambassador (SBA) to Brand Trust (BT) shows a strong and significant effect, with a coefficient of 0.772, a T-statistic of 17.419, and a p-value of 0.000, indicating that SBA positively influences BT. Brand Trust (BT) also significantly affects Purchase Decision (KPPG), with a coefficient of 0.499, a T-statistic of 3.269, and a p-value of 0.001. Hedonic Motivation similarly has a significant impact on Purchase Decision (KPPG), with a coefficient of 0.296, a T-statistic of 1.978, and a p-value of 0.048. However, the direct effect of SBA on KPPG is not significant, as shown by a low coefficient of 0.056, a T-statistic of 0.440, and a p-value of 0.660. These results suggest that the influence of SBA on purchase decision is indirect and operates through Brand Trust.

Specific Indirect Effects

Table 5. Specific Indirect Effects Result

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
SBA → BT → KPPG	0.385	0.386	0.126	3.066	0.002

Source: SmartPLS 3.0

Based on the results of the analysis using SmartPLS, it was obtained that the indirect influence path of SBA (Activity-Based Strategy) on KPPG (Green Product Purchase Decision) through BT (Brand Trust) had an Original Sample value of 0.385 with a T-Statistics value of 3.066 and a p-value of 0.002. The T-Statistics value > 1.96 and the p-value < 0.05 , so it can be concluded that the indirect influence is significant. This means that Brand Trust is able to significantly mediate the influence of Activity-Based Strategies on Green Product Purchase Decisions.

Discussion

Brand Trust in G2Glow Product Purchase Decisions

The results of the study show that brand trust has a significant influence on the purchase decision of G2Glow products. Consumers who have a high level of trust in brands tend to be more confident and motivated to make a purchase. These findings are in line with a study by Baek and King (2023) that shows that brand trust plays an important role in shaping consumer loyalty and purchasing decisions in the beauty industry (Saima et al., 2023).

Brand trust in purchasing decisions can be attributed to Customer Commitment Theory, which emphasizes the importance of trust as the main foundation in shaping consumer commitment and loyalty to a brand. Consumers who trust brands tend to feel safe, have a high perception of value, and are more motivated to make a purchase because of the perceived lower risk. A recent study by Baek and King (2023) confirms that in the beauty industry, trust in brands significantly increases consumer purchase intentions and decisions because consumers view the brand as credible and reliable (Alyahya et al., 2023). From a theoretical perspective, these results strengthen the argument in Source Credibility Theory, showing that trust is not only a transactional outcome but also a reflection of the credibility of information sources represented by the brand. This deepens our understanding of how trust functions as a bridge between marketing communication and behavioral intentions, in line with the assumptions of the Theory of Planned Behavior (TPB).

The practical implication of these findings is that it is important for G2Glow to continue to maintain and strengthen consumer trust in the brand through consistent product quality, information transparency, and responsive customer service. This effort can encourage continuous improvement in purchasing decisions. However, the limitation of this study lies in the use of purposive sampling techniques that only involve respondents who are active on social media and meet certain criteria, so the results cannot be generalized to all G2Glow consumers as a whole, especially those who are not active on digital platforms such as TikTok and Instagram.

Hedonic on G2Glow Product Purchase Decisions

The results of this study show that hedonic motto has a significant effect on purchase decisions. Consumers who are driven by the urge to seek pleasure and emotional satisfaction tend to be quicker to make purchasing decisions. These findings are in line with research by Kempa et al. (2025) who stated that positive emotions from the shopping experience, such as excitement, can encourage consumers to make unplanned purchases, especially in the online fashion industry (Mashilo et al., 2025).

Hedonic Shopping Motivation refers to the emotional drive of consumers to shop for pleasure, entertainment, and personal satisfaction, rather than solely to meet functional needs. This motivation includes aspects such as fun, excitement, fantasy, and the search for new experiences. In the context of purchasing decisions, hedonic motivation plays an important role in encouraging impulsive actions and creating a pleasurable shopping experience (Aziz et al., 2025). These findings conceptually link with the TPB framework, particularly in shaping consumer attitudes that drive behavioral intentions. A hedonically motivated consumer forms favorable attitudes toward products and promotional strategies, which, combined with trust, increases the likelihood of purchase behavior. Thus, hedonic motivation reinforces both the affective and cognitive routes of decision-making.

The practical implications of these findings suggest that marketing strategies that emphasize the fun experience and aesthetics of the product need to be strengthened. G2Glow can focus on visual, scent, and emotional narrative elements to attract hedonically motivated consumers. However, the limitation of this study lies in the exclusion of other factors such as lifestyle preferences or frequency of purchases, which may influence hedonic impulses in decision-making.

Social Brand Ambassador to Brand Trust

The results of this study show that social brand ambassadors have a significant effect on brand trust. The credibility and relevance of the SBA makes consumers feel more confident in the brand being promoted, thus forming a stronger sense of trust. These findings are in line with the research of Djafarova and Rushworth (2017) who stated that an authentic SBA that matches the identity of the audience can increase trust in brands, especially in the fashion and beauty industry. SBAs that are able to build emotional relationships and convey consistent messages are able to strengthen consumers' positive perception of the brand, which ultimately impacts loyalty (Djafarova & Rushworth, 2017).

This relationship can be explained through the Source Credibility Theory, which is expanded by Zamudio et al. (2021). This theory states that trust in information sources such as brand ambassadors is greatly influenced by the perception of the expertise, attractiveness, and honesty of the source. If G2Glow brand ambassadors are considered credible, consumers will trust the brand they represent, which ultimately increases brand trust (Kemeç, 2020).

The practical implication of these findings is the need to select brand ambassadors that are in line with the brand image and values of the target consumer. G2Glow can maximize public trust by choosing ambassadors who are credible, authentic, and able to build an emotional connection with the audience. However, the limitation of this study is that it has not explored the differences in impact between different types of influencers (micro vs macro) or social media platforms used

Social Brand Ambassador on G2Glow Product Purchase Decision

The results of this study show that the influence of Social Brand Ambassadors on purchase decisions is indirect and mediated by brand trust. Although the presence of Social Brand Ambassadors can attract the attention of consumers, the purchase decision is more influenced by the extent to which the SBA is able to build trust first. These findings are in line with Lou and Yuan (2019) who stated that influencer marketing strategies have an impact on purchasing decisions through the mechanism of increasing trust in brand content presented by the SBA. In other words, consumers don't necessarily make a purchase because they see the SBA, but when they trust the brand only then are purchase decisions more likely to occur (Lou & Yuan, 2019).

The influence of Social Brand Ambassadors on purchase decisions can be explained through the Theory of Planned Behavior (TPB) developed by Ajzen (2020). TPB states that a person's behavioral decisions, including purchasing decisions, are influenced by intentions formed from attitudes, subjective norms, and perceived behavioral controls. In this context, SBA plays an important role in shaping positive attitudes and social norms related to the G2Glow brand, thus influencing consumers' intention to buy the product (Ajzen, 2020). However, the findings of this study show that SBA's contribution in shaping attitudes and norms must be reinforced by credibility elements such as authenticity of content, alignment

with consumer values, and transparency otherwise the positive perception will not be sufficient to generate direct purchase behavior.

The practical implication of these findings is the need for an integrated approach between promotion by brand ambassadors and brand trust building strategies. The presence of the SBA should be combined with campaigns that strengthen brand credibility in order to effectively influence purchasing decisions. However, the limitations of this study lie in the limited measurement of indirect influences, as well as not taking into account other psychological factors such as impulsivity or personal motivation that may strengthen or weaken the effects of SBA.

Conclusion

This study shows that Social Brand Ambassadors (SBAs) have a significant effect on brand trust, but do not directly influence the purchase decision of G2Glow products. The influence of the SBA on purchase decisions becomes significant if mediated by brand trust. In addition, hedonic motivation also plays an important role in driving purchase decisions, where consumers are driven by pleasure and emotional satisfaction. The practical implications of these findings are the importance of selecting credible and relevant brand ambassadors to build consumer trust in the brand. Marketing strategies should emphasize emotional content and positive experiences, especially through social media like TikTok. Theoretically, this study contributes to consumer behavior and branding literature by demonstrating that SBAs exert their impact primarily through trust-building processes, while hedonic motivation reinforces affective pathways in purchase decisions. This integration of mediation and moderation within one model offers a novel contribution to understanding how emotional and credibility-based mechanisms interact in shaping consumer choices, especially in the cosmetic industry. The findings also enrich the application of Source Credibility Theory and the Theory of Planned Behavior by confirming that attitudes and trust serve as stronger predictors of behavior than ambassadorial presence alone. Suggestions for future research are to expand the research object to other brands, add variables such as e-WOM and perceived value, and use a qualitative or mixed method approach for a deeper understanding. Long-term studies are also needed to see the influence of brand ambassadors on consumer loyalty on an ongoing basis.

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