

## The Effect of Brand Ambassador and Electronic Word of Mouth on Purchasing Decision Scarlett Whitening

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### Article Info

Received May 24, 2022

Revised May 25, 2022

Published June 10, 2022

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### Keywords :

Brand Ambassador,  
Electronic Word of Mouth,  
Purchasing Decision

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### Abstract

*This research aims to determine the influence of brand ambassadors, and electronic word of mouth on purchasing decisions Scarlett Whitening. The population in this study are all students of STIA Setih Setio Muara Bungo who used Scarlett Whitening products. The sample in this study was 100 respondents using Non-Probability Sampling with purposive sampling. The data collection technique used research questionnaires and the analysis technique is multiple linear regression analysis. The results shown in this study is brand ambassador doesn't have a significant effect on purchasing decision Scarlett Whitening and electronic word of mouth have a significant effect on purchasing decision Scarlett Whitening.*

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## INTRODUCTION

Products that come to the market must be considered so that they can be purchased and used to meet consumer needs. Before making a purchase, of course, consumers first see how the quality of the product, benefits, colors, characteristics, and others. With so many products appearing on the market, companies are required to introduce products to consumers effectively and with strategic value.

One way companies introduce products to consumers must pay attention to the right marketing communication strategy. Marketing communication is a strategy for delivering messages from companies to consumers about products or brands being sold so that consumers get detailed information for sure (Priansa, 2017). The form of a marketing communication strategy that is currently viral, such as the number of companies that use a brand ambassador to introduce products and ultimately influence consumers to generate buying interest, is

expected to end in purchasing decisions (Sterie et al., 2019). A brand ambassador is defined as someone who has a passion for the brand and can influence or invite consumers to buy or use a product (Firmansyah, 2019). According to Schiffman and Kanuk in (Wulandari, 2018) one of the role of a brand ambassador is to provide testimonials, namely personally they personally use the product in order to testify about the benefits and quality of the advertised product.

One of the product brands that uses a brand ambassador is Scarlett Whitening. Scarlett Whitening is a brand belonging to the beautiful Indonesian artist Felicya Angelista which has many product variants, ranging from body lotion, shower scrub, body scrub, facial wash, serum, facial cream toner, face mask, to hair care (scarlettwhitening.com, 2021). In this study, the researcher used the focus of the Scarlett Whitening product brand ambassador, namely a handsome artist from South Korea named Song Joong Ki. Song Joong Ki is an artist from South Korea who started his career as an actor. The selection of brand ambassadors from Korean artists has the reason that consumers in Indonesia really idolize artists from South Korea, therefore it is the hope that consumer companies will buy products because of the seduction and advertisements offered by the brand ambassador. A consumer in a product purchase decision is also influenced by positive and negative information from other people on social media such as Instagram or known as electronic word of mouth (Paranita & Salsabila, 2020). According to Gruen in (Priansa, 2017) electronic word of mouth is a means of information and communication about products, both goods and services that have been consumed by previous consumers and have never met and known before.

According to Kotler and Armstrong (2008) in (V. E. Sari, 2019) the purchase decision is a series of a consumer in recognizing his needs, looking for sources of information about certain goods or brands and choosing alternatives how well each of these choices can meet their needs which then ends in a decision. purchase. Decision making is considered as an output accompanied by a cognitive process from several available options (Firmansyah, 2018).

In connection with this research, the researcher chose the object of research on students at the STIA Setio Setio Muara Bungo Campus, because it is believed that students are part of consumers who of course use personal care products in their daily lives. Based on initial observations, STIA Setih Setio Muara Bungo students are part of consumers who pay attention to self-care to support appearance, both women and men. In addition to paying attention to self-care, students are also influenced by a brand ambassador and electronic word of mouth on Instagram in their purchasing decisions. Respondents in this pre-study had different reasons according to their experience in making purchases. The reason students buy Scarlett Whitening products is because of the appeal of the brand ambassador and at the same time being their idol artist. Students also said that electronic word of mouth on Instagram was also the reason for purchasing products, because it was helped by information and reviews of past consumer products.

## METHODS

### Data Type and Source

The objects in this study are all variables that can be measured and examined namely brand ambassador and electronic word of mouth on purchasing decisions Scarlett Whitening. The source of the data used for this research is primary data and secondary data.

### Research Model

The research model in this research is:

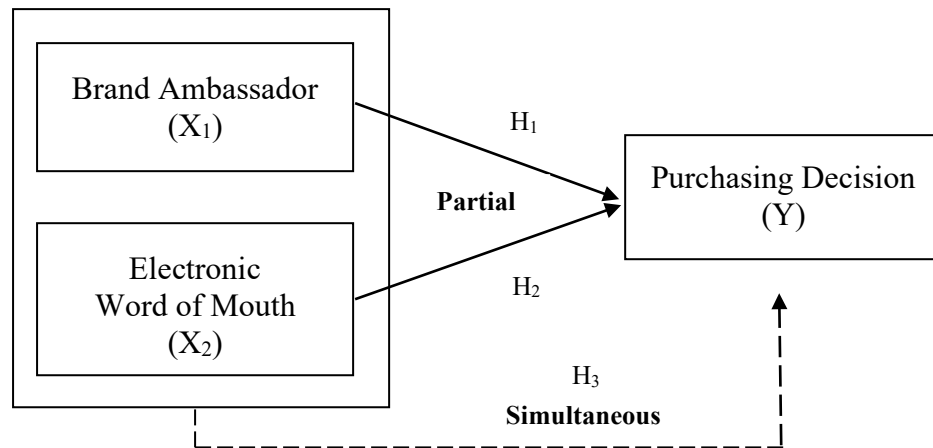


Figure 1. Research Model

### Variable Measurement

In this research, the independent variables are brand ambassador (X<sub>1</sub>) and electronic word of mouth (X<sub>2</sub>). Whereas, the dependent variable is purchasing decisions (Y).

### Population and Sample

The population in this research is all students STIA Setih Setio Muara Bungo used Scarlett Whitening product whose exact number is unknown and the sample in this research 100 respondents.

The sampling technique in this research is non probability sampling with purposive sampling technique. The characteristics of the sample are users of Scarlett Whitening products, have seen brand ambassador Song Joong Ki advertise products and have seen reviews of Scarlett Whitening products on social media Instagram.

### Data Analysis Technique

This research used multiple linear regression analysis, with SPSS help version 21, while the data analysis techniques used are descriptive respondent, data quality test (validity and reliability), classical assumption test (normality test, multicollinearity test, heteroscedasticity test and linearity test), partial test (t test), global test (F test), and determination coefficient test.

Multiple linear regression equation formula (Tarjo, 2020) as following:

$$Y = \alpha + b_1X_1 + b_2X_2 + e$$

Information:

- Y : purchase decision (dependent variable)
- $\alpha$  : constant
- b1 : brand ambassador variable regression coefficient
- b2 : variable regression coefficient of electronic word of mouth
- X1 : brand ambassador
- X2 : electronic word of mouth
- e : standard error

## RESULTS AND DISCUSSION

### Descriptive Respondents

**Table 1. Descriptive Respondent by Gender**

Number	Gender	Frequency	Percent
1	Male	23	23%
2	Female	77	77%

Source: Proccesed data (2022)

Based on table 1 above, male respondents as many as 23 respondents with a percentage of 23% and female as many as 77 respondents with a percentage of 77%.

**Table 2. Descriptive Respondent by Study Program**

Number	Study Program	Frequency	Percent
1	D3-Business Administration	10	10%
2	S1-Science of Business Administration	42	42%
3	S1-Science of Public Administration	48	48%

Source: Proccesed data (2022)

Based on table 2 above, D3-Business Administration respondents as many as 10 respondents with a percentage of 10%, S1-Science of Business Administration as many as 42 respondents with a percentage of 42% and S1-Science of Public Administration as many as 48 respondents with percentage of 48%.

**Table 3. Descriptive Respondent by Age Range**

Number	Age Range	Frequency	Percent
1	≤ 18 years old	4	4%
2	19-24 years old	88	88%
3	25-30 years old	8	8%

Source: Proccesed data (2022)

Based on table 2 above, ≤ 18 years old respondents as many as 4 respondents with a percentage of 4%, 19-24 years old as many as 88 respondents with a percentage of 88% and 25-30 years old as many as 8 respondents with percentage of 8%.

**Data Quality Test**

**Validity Test**

If the value of  $r \text{ count} > r \text{ table}$  the item is valid. To obtain  $r$  tables from the formula  $df = n - k$ ,  $n$  for the number of samples and  $k$  for the number of independent variables. So that the value of  $df = 100 - 2$  is obtained, the value is 98.  $r$  table on  $df = 98$  indicates the value 0.1966.

**Table 4. Validity Test**

<b>Variable</b>	<b>Item</b>	<b>r count</b>	<b>Variable</b>	<b>Item</b>	<b>r count</b>
<b>Brand Ambassador (X<sub>1</sub>)</b>	P1	0,660	<b>Purchasing Decisions (Y)</b>	P19	0,754
	P2	0,694		P20	0,768
	P3	0,593		P21	0,656
	P4	0,668		P22	0,727
	P5	0,621		P23	0,714
	P6	0,735		P24	0,728
	P7	0,728		P25	0,699
	P8	0,714		P26	0,777
	P9	0,722		P27	0,682
	P10	0,666		P28	0,773
<b>Electronic Word of Mouth (X<sub>2</sub>)</b>	P11	0,639	P29	0,708	
	P12	0,727	P30	0,763	
	P13	0,801	P31	0,768	
	P14	0,702	P32	0,836	
	P15	0,586	P33	0,794	
	P16	0,769	P34	0,722	
	P17	0,759	P35	0,815	
	P18	0,659	P36	0,729	

Source: Proccesed data (2022)

Based on table 4 above, the results of the validity test of the brand ambassador variable, electronic word of mouth and purchasing decisions consisting of 36 statement items show the value of  $r \text{ count} > r \text{ table}$  so that all statement items are declared valid.

**Reliability Test**

**Table 5. Reliability Test**

<b>Variable</b>	<b>Cronbach's Alpha</b>	<b>Standard</b>
<b>Brand Ambassador (X<sub>1</sub>)</b>	0,871	0,60
<b>Electronic Word of Mouth (X<sub>2</sub>)</b>	0,935	0,60
<b>Purchasing Decision (Y)</b>	0,916	0,60

Source: Proccesed data (2022)

If the value of cronbach's alpha  $> 0,60$  the item is reliable. Based on table 5 above, the results of the reliability test of the brand ambassador variable, electronic word of mouth and purchasing decisions show the value of Cronbach's

Alpha > 0,60 so that all statement items are stated reliable.

**Classical Assumption Test**

**Normality Test**

**Table 6. One-Sample Kolmogorov-Smirnov Test**

		<b>Unstandardized Residual</b>
<b>N</b>		100
<b>Normal Parameters<sup>a,b</sup></b>	Mean	0E-7
	Std. Deviation	3.05597312
<b>Most Extreme Differences</b>	Absolute	.054
	Positive	.034
	Negative	-.054
	<b>Kolmogorov-Smirnov Z</b>	.544
<b>Asymp. Sig. (2-tailed)</b>		.929

a. Test distribution is Normal.

b. Calculated from data.

Source: Proccesed data (2022)

If the value of asymp. Sig (2 tailed) > 0,05 the data is normal. Based on table 6 above, the Asymp value. Sig. (2-tailed) shows a value of 0,929 > 0,05. So it can be concluded that in this study the data were normally distributed and the requirements for the normality test in the regression model had been met.

**Multicollinearity Test**

**Table 7. Multicollinearity Test coefficients<sup>a</sup>**

<b>Model</b>	<b>Unstandardized Coefficients</b>		<b>Standardized Coefficients</b>	<b>Collincarity Statistics</b>	
	<b>B</b>	<b>Std.Erro r</b>	<b>Beta</b>	<b>Tolerance</b>	<b>VIF</b>
<b>(Constanta)</b>	0,261	2,997			
<b>Brand Ambassador</b>	0,52	0,060	0,044	0,987	1,013
<b>Electronic Word of Mounth</b>	0,574	0,034	0,860	0,987	1,013

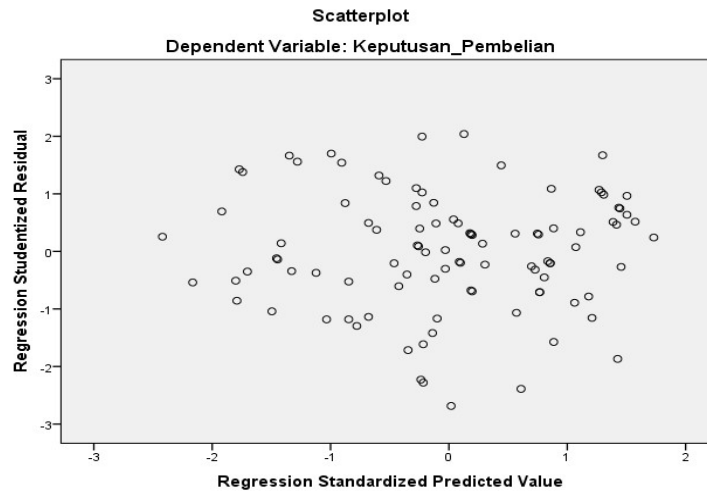
a. Dependent Variable: Kepatuhan Pembelian

Source: Proccesed data (2022)

If the value of Tolerance > 0,1 and VIF < 10, that data is not indicate the existence of multicollinearity between independent variable. Based on table 7 above, variable tolerance value brand ambassador and electronic word of mouth

shows a value of  $0.987 > 0.1$  and the value of the variance inflation factor (VIF) of the brand ambassador and electronic word of mouth variables shows a value of  $1.013 < 10$ . So it can be concluded that in this study the regression model did not occur multicollinearity symptoms.

### Heteroscedastisity Test



**Figure 2. Heteroscedastisity Test**

Source: Proccesed data (2022)

Based on Figure 2 above, it can be seen that the points are spread out, do not form a certain pattern, and are above and below the number 0 on the Y axis, it can be concluded that the regression model in this study does not experience heteroscedasticity. So that the regression model can be continued to predict purchasing decisions based on independent variables, namely brand ambassadors and electronic word of mouth.

### Linearity Test

**Table 8. Linearity Test Variable of Brand Ambassador ANOVA Table**

		Sum of Squares	df	Mean Square	F	Sig.
<b>Purchasing Decision*</b>	(Combined)	1007.975	21	47.999	1.385	.152
	Between	73.281	1	73.281	2.115	.150
	Linearity					
<b>Brand Ambassador</b>	Groups	934.694	20	46.735	1.349	.175
	Deviation from Linearity			34.644		
	Within Groups	2702.215	78			
Total		3710.190	99			

Source: Proccesed data (2022)

If the sig. value on Linearity  $< 0,05$  between independent variabel and

dependent variabel have a linear relationship. Based on table 8 above, the significance value on Linearity shows a value of  $0.150 > 0.05$ , so it can be concluded that there is no linear relationship between the brand ambassador variable and purchasing decisions.

**Table 9. Linearity Test Variable of Electronic Word of Mouth**

		ANOVA Table				
		Sum of Squares	df	Mean Square	F	Sig.
<b>Purchasing Decision * Electronic Deviation from Lin Word of Mouth</b>	<b>(Combined)</b>	3112.337	34	91.539	9.952	.000
	<b>Between</b>	2778.569	1	2778.569	302.093	.000
	<b>Linearity</b>	333.768	33	10.114		.364
	<b>Groups</b>	597.853	65	9.198	1.100	
<b>Word Within Groups</b>						
<b>of Mouth Total</b>		3710.190	99			

Source: Proccesed data (2022)

Based on table 9 above, the significance value on Linearity shows a value of  $0.000 < 0.05$ , so it can be concluded that there is linear relationship between the electronic word of mouth variable and purchasing decisions.

**Multiple Linear Regression Analysis**

**Table 10. Multiple Linear Regression Analysis Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
<b>(Constant)</b>	.261	2.997		.087	.931
<b>Brand</b>	.052	.060	.044	.861	.391
<b>Ambassador</b>	.574	.034	.860	16.869	.000

*Electronic Word of Mouth*

a. Dependent Variable: Purchasing\_Decision

Source: Proccesed data (2022)

Based on table 10 above, the regression equation can be compiled using the formula below:

$$Y = 0.261 + 0.052X1 + 0.574X2 + e$$

Based on the value of the regression coefficient and the independent variables that affect purchasing decisions, using significance of 0.05 then it can be interpreted as follows:



1. The constant value is 0.261, which means that if the independent variables (brand ambassador and electronic word of mouth) are omitted or 0, then the dependent variable (purchase decision) is 0.261.
2. The coefficient value of the brand ambassador variable is 0.052, meaning that every increase in the brand ambassador of 1 unit will increase the value of purchasing decisions by 0.052. That is, increasing the brand ambassador, the higher the purchasing decisions of users of the Scarlett Whitening product for STIA Setih Setio Muara Bungo students.
3. The coefficient value of the electronic word of mouth variable is 0.574, meaning that every increase in electronic word of mouth by 1 unit will increase the value of purchasing decisions by 0.574. That is, increasing the electronic word of mouth on Instagram social media, the higher the purchasing decisions of Scarlett Whitening product users STIA Setih Setio Muara Bungo student.

**t Test (partial)**

If the value of t count > t table and significant > 0,05, in partial test the independent variable have significant effect on variable dependent. The value of t table can be seen in the statistical table with a significance of 0.05 divided by 2 = 0.025, using degrees of freedom (df) = n – k – 1, n for the number of samples, k for the independent variable. So that the value of df = 100 – 2 – 1 is 97. The t table at df = 97 shows the value of 1.9847.

**Table 11. t Test (Partial)  
Coefficients<sup>a</sup>**

Model	Unstandardize		Standar	t	Sig
	d				
	Coefficients		Coefficie	nts	
	B	Std. Error	Beta		
<b>(Constant)</b>	.261	2.997		.087	.931
<b>Brand Ambassador</b>	.052	.060	.044	.861	.391
<b>Electronic Word of Mouth</b>	.574	.034	.860	16.869	.000

a. Dependent Variable: Purchase\_Decision

Source: Proccesed data (2022)

Based on table 11 above, the result show:

1. The t count is 0.861 < t table 1.9847 and the significance value is 0.391 > 0.05, it can be concluded that the brand ambassador variable (X1) partially has no significant effect on purchasing decisions (Y) of Scarlett Whitening

product users in STIA students. Setih Setio Muara Bungo so the first hypothesis (H1) is rejected.

2. The t count is  $16.861 > t \text{ table } 1.9847$  and the significance value is  $0.000 < 0.05$ , it can be concluded that the electronic word of mouth (X2) variable in Instagram social media partially has a significant effect on purchasing decisions (Y) of product users. Scarlett Whitening on STIA Setih Setio Muara Bungo Students, so the second hypothesis (H2) is accepted.

**F Test (Simultaneous)**

If the value of F count  $> F \text{ table}$  and significant  $> 0,05$ , in simultaneous test the independent variable have significant effect on variable dependent. The value of F table can be seen in the statistical table with a significance of 0.05 using degree of freedom (df 1) = number of variables – 1, (df 2) = n – k – 1, n for the number of samples, k for independent variables. so that the value of df 1 = 3 – 1 is 2 and df 2 = 100 – 2 – 1 = 97. The F table on df 1 = 2 and df 2 = 97 shows a value of 3.09.

**Table 12. F Test (Simultaneous)**

**Uji F (Simultan)**

**ANOVA<sup>a</sup>**

	<b>Model</b>	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
<b>1</b>	Regression	2785.632	2	1392.816	146.127	.000 <sup>b</sup>
	Residual	924.558	97	9.532		
	Total	3710.190	99			

a. Dependent Variable: Purchase\_Decision

b. Predictors: (Constant), *Electronic Word of Mouth*, *Brand Ambassador*

Source: Proccesed data (2022)

Based on table 12 above, the results of the F hypothesis test simultaneously show the calculated F value of  $146.127 > F \text{ table } 3.09$  and a significance value of  $0.000 < 0.05$ , it can be concluded that the brand ambassador variable (X1) and electronic word of mouth (X2) in social media Instagram Simultaneously has a significant effect on purchasing decisions (Y) of users of Scarlett Whitening products at STIA Setih Setio Muara Bungo students,so that the third hypothesis (H3) is accepted.

**Determiration Coefficient Test**

If the value of r square is close to 1, it means that the independent variables provide almost all the information needed to predict the dependent variable.

**Table 13. Determination Coefficient Test  
Uji Koefisien Determinasi (R<sup>2</sup>)  
Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.866 <sup>a</sup>	.751	.746	3.087

a. Predictors: (Constant), *Electronic Word of Mouth*, *Brand Ambassador*

b. Dependent Variable: Purchase Decision

Source: Procесsed data (2022)

Based on table 13 above, it is known that the value of R square is 0.751 x 100% and the result is 75.1%. So that it can be concluded, the contribution of the independent variables, namely brand ambassadors and electronic word of mouth to the dependent variable, namely purchasing decisions is 75.1% and the remaining 24.9% is influenced by other variables not included in this study.

## Discussion

### The effect of Brand Ambassador on Purchasing Decision Scarlett Whitening

Based on the results of the partial t hypothesis test, the t arithmetic value is 0.861 < t table 1.9847 and the significance value is 0.391 > 0.05, it can be concluded that the brand ambassador variable (X1) partially has no significant effect on purchasing decisions (Y) users of Scarlett Whitening products at STIA Setih Setio Muara Bungo students. In accordance with the statement item, namely brand ambassador Song Joong Ki providing objective and unusual information and Song Joong Ki giving confidence that Scarlett Whitening products have the best quality. The credibility level of Song Joong Ki's brand ambassador is less trusted in advertising products. According to the theory, brand ambassadors should provide education and testimonials before inviting others to use the product. If he has given the best testimonial, then the trust of others in the product will be high and of course increase the purchase decision of the product. The results of this study are in line with the research conducted by (Amin & Yanti, 2021), where the brand ambassador variable partially has no significant effect on purchasing decisions. The results of this study are not in line with the research conducted by (Safika & Raflah, 2021) and (Nadia & Aulia, 2020) where the brand ambassador variable partially influences product purchasing decisions.

### The effect of Electronic Word of Mouth on Purchasing Decision Scarlett Whitening

Based on the results of the partial t hypothesis test, it is known that the t arithmetic value is 16,861 > t table 1.9847 and the significance value is 0.000 < 0.05, it can be concluded that the electronic word of mouth (X2) variable in Instagram social media partially has a significant effect on purchasing decisions. (Y) users of the Scarlett Whitening product at STIA Setio Muara Bungo students, so the second hypothesis (H2) is accepted. According to the theory, consumer

statements whether actual consumers, potential consumers or past consumers online are one of the factors to influence other people to make or continue to use product purchases. Therefore, the information is more certain and you can directly see the testimonials of using the product. The results of this study are in line with research conducted by (N. Sari et al., 2017), (Sitanggang, 2018) and (Faozah & Wardhana, 2020) where the electronic word of mouth variable partially has a significant effect on purchasing decisions. The results of this study are not in line with research conducted by (Amin & Yanti, 2021) where the electronic word of mouth variable partially has no significant effect on purchasing decision.

### **The effect of Brand Ambassador and Electronic Word of Mouth on Purchasing Decision Scarlett Whitening**

Based on the results of the simultaneous F hypothesis test, the calculated F value is  $146.127 > F$  table 3.09 and the significance value is  $0.000 < 0.05$ , it can be concluded that the brand ambassador variable (X1) and electronic word of mouth (X2) on Instagram social media simultaneously has a significant effect on purchasing decisions (Y) of users of Scarlett Whitening products at STIA Setih Setio Muara Bungo students, so the third hypothesis (H3) is accepted. The results of the study show that brand ambassadors and electronic word of mouth on Instagram social media have an influence on purchasing decisions. Before making a purchase, students first see the advertisements made by the brand ambassador, especially if the student idolizes the brand ambassador as their favorite artist. Previous consumer reviews are also a consideration for students in purchasing Scarlett Whitening products, that's because product reviews are important and can show a product quality.

### **CONCLUSION**

The conclusion of the research is brand ambassador variable partially has no significant effect on the purchasing decisions of users of the Scarlett Whitening product at STIA Setih Setio Muara Bungo students. Electronic word of mouth variable on Instagram social media partially has a significant effect on purchasing decisions of users of Scarlett Whitening products at STIA Setih Setio Muara Bungo students. Simultaneously, the brand ambassador and electronic word of mouth variables have a significant effect.

Recommended for companies to pay more attention to brand ambassadors in providing objective information and confidence in product information, both regarding prices, how to use, and testimonials. So that the credibility of the brand ambassador will increase and affect consumer confidence in Scarlett Whitening products. and it is also recommended for companies to be more consistent in posting product images to Instagram social media. So that consumers can see complete product information on Instagram social media at any time.

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