

The Influence Of Lifestyle, Celebrity Endorser, And Brand Awareness On Purchase Intention Instant Lemonilo Noodles Products In Jabodetabek

Yohanes ferry cahaya¹, lina basafira dewi²

¹Perbanas Institute, Faculty of Economics and Business, Jakarta, Indonesia

²Perbanas Institute, Faculty of Economics and Business, Jakarta, Indonesia

*Corresponding author: ferry@perbanas.id

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Abstract

This study aims to determine the effect of Lifestyle, Celebrity Endorser, and Brand Awareness on Purchase Intention Lemonilo Instant Noodle Products. The research design used is causality research design while the type of research used is quantitative research using questionnaires. The research population is all people who are interested in and or like healthy instant food in Jabodetabek, while the sampling technique uses purposive sampling with a total of 100 respondents. The analytical tool used is SPSS version 26. The results of the analysis obtained are multiple linear regression analysis, partial analysis (t-test), regression model reliability analysis (f-test), correlation coefficient analysis, and coefficient of determination analysis. The results showed that: (1) Lifestyle had a positive and significant effect on Purchase intention and had the greatest influence; (2) Celebrity Endorser has a positive and significant effect on Purchase intention and has the least effect; (3) Brand Awareness has a positive and significant effect on Purchase intention and has a greater influence than Celebrity Endorser and less than Lifestyle. Reliability analysis of the regression model (f-test) shows that the regression model is considered feasible in explaining the independent variables. Analysis of the coefficient of determination (R^2) shows that Lifestyle, Celebrity Endorser, and Brand Awareness contribute 59.6% to Purchase intention.

Keywords: Lifestyle, Celebrity Endorser, Brand Awareness, Purchase intention.

INTRODUCTION

Currently, various countries have made instant noodles as one of the staple foods that can compete with rice and bread. The World Instant Noodles Association (WINA) has conducted research that the number of instant noodle consumption has increased every year, especially in Asia. Indonesia is in 2nd place, which is 12,640 billion portions per year 2020. Reported in <https://instantnoodles.org> the growth of instant noodle consumption in the world in 2020 has increased with a total difference of 10,140 billion portions from the previous year. Indonesia is a country that makes instant noodles a popular instant food in the world. According to <https://bacaterus.com>, there are many brands of instant noodles in Indonesia such as Indomie, Mi Sedaap, Sarimi, Supermi and many other brands. However, recently an instant noodle brand has emerged that has stolen the public's attention, namely Lemonilo

Table 1
Calorie Details of Instant Noodles in Indonesia in 2021

No	Brand	Varian	Calorie	Calorie Breakdown		
				Fat	Carbo	Protein
1	Indomie	Mi Goreng	380 kal	31%	60%	9%
2	Lemonilo	Mi Goreng	300 kal	18%	71%	11%
3	Mi Sedaap	Mi Goreng	420 kal	38%	54%	8%
4	Sarimi	Mi Goreng	370 kal	39%	53%	8%
5	Supermi	Mi Goreng	410 kal	37%	56%	8%

Source: Primary Data Processed, 2021

It can be concluded that Lemonilo instant noodles are far superior to consumption, apart from the taste factor which is exactly the same as other instant noodles, but the content is still healthy, natural, and safe for consumption every day because it is non-MSG, safe from 3P, and low in calories and fat. in 1 portion.

To face competitors, companies can maximize their uniqueness and credibility when selling products and services. Lifestyle is one of the factors that can stimulate consumer purchase intention. According to (Kotler & Keller, 2016) lifestyle describes a person's whole self in interaction with the environment. According to (Zahro- et al., 2020) one of the environmental factors that can influence consumer purchase intention is the important role of celebrity endorsement. The more competent the role of celebrity endorsers in communicating a product and service, the level of interest in purchasing a product and service will also increase. Brand awareness according to (Duriyanto, 2017) is the individual ability of prospective consumers to recognize and remember the brand of a certain product category. Consumer awareness of a brand can also be one of the factors that influence purchase intention. Purchase intention is a consumer's action before deciding to buy products and services. Consumers will find out in advance what kind of product they will buy, use or consume.

Research conducted by (Subagiyo & Permatasari, 2019) reveals that lifestyle variables and celebrity endorsers have a positive and significant effect on consumer purchase intention. In addition (Anisa & Widjatmiko, 2021) also revealed that lifestyle variables have a positive and significant influence on consumer purchase intention. In contrast to (Firdaus et al., 2021) which states that lifestyle variables do not have a significant effect on consumer purchase intention. (Madiawati & Pradana, 2016) concluded that the celebrity endorser variable has a positive and significant influence on consumer purchase intention. However (Karim & Istiyanto, 2020) concluded that the celebrity endorser variable did not have a significant effect on consumer purchase intention. (Tariq et al., 2017) suggests that the brand awareness variable has a positive effect on consumer purchase intention. In contrast to (Utami & Istianto, 2020) suggesting that the brand awareness variable does not have a significant influence on consumer purchase intention. Based on this background, the author is interested in writing a thesis with the title "The Influence of Lifestyle, Celebrity Endorser, and Brand Awareness on Consumer Purchase Intention in Lemonilo Instant Noodle Products in Jabodetabek

LITERATURE REVIEWS

According to (Kotler & Keller, 2016) “lifestyle is a way of life expressed by one's activities, interests and opinions in the world”. While the definition of lifestyle according to (Priansa, 2017) is a world mode expressed by a person in his activities, interests, and opinions. Lifestyle describes the consumer's self-concept that has a correlation with the surrounding environment. Based on the definition of lifestyle put forward by experts, it can be concluded that lifestyle is the pattern of a person's life that is portrayed by activities, interests, and opinions. This lifestyle cannot be categorized as a permanent trait but will experience changes along with the changing times. One measuring tool that can classify lifestyle approaches is AIO (activity, interest, and opinion) (Priansa, 2017)

Shimp in his research (Pontoh, 2016) celebrity endorsers are individuals who are known by the public for their achievements other than the products they support. Celebrities are believed to be more attractive and appetizing than ordinary people in influencing the interests of potential consumers. The celebrity is at least widely known by the public and has a positive influence on the audience according to the product he stars in. Endorser is a promotional strategy that has long been used by companies to increase sales of their products. It can be concluded that celebrity endorser is the use of icons of famous people such as artists and other advertising stars who have a direct, positive, strong appeal and benefit from their attributes such as good looks, courage, and talent to attract prospective consumers to buy. Shimp in (Assalam & Wibisono, 2020) revealed that there are 3 (three) dimensions possessed by celebrity endorsers which consist of physical attractiveness, credibility, expertise.

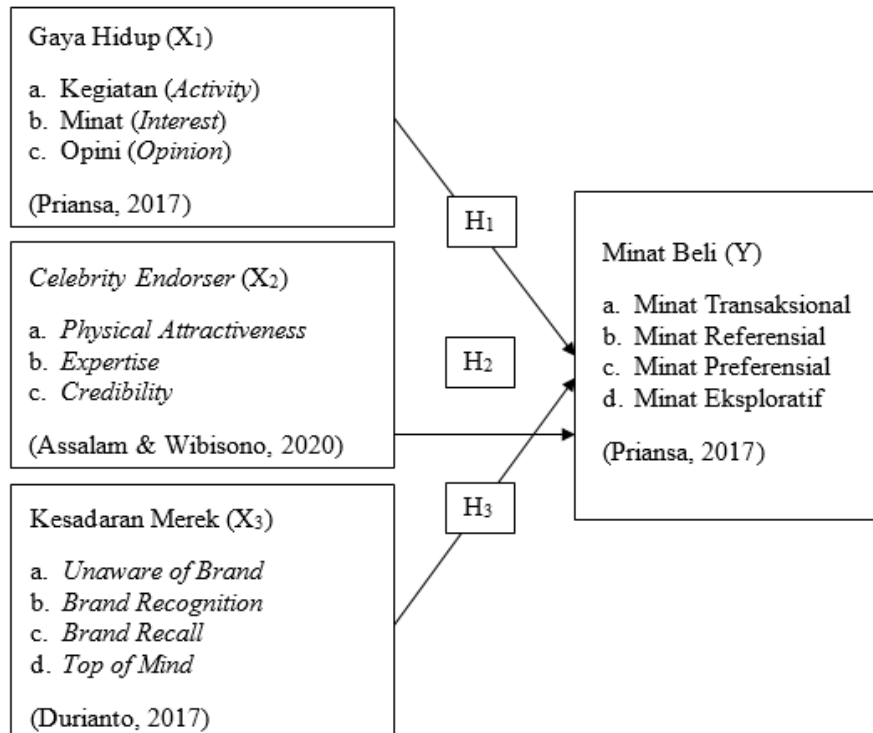
According to (Durianto, 2017) brand awareness is the willingness of a potential consumer to recognize and remember a product category based on a particular brand. Brands that are recognized and remembered tend to be easier to enter into a consumer's purchase intention list. Consumers will assume the brand that has entered into their consciousness can be relied on from the company to its quality. Meanwhile, according to (Fandy, 2016) brand awareness can be interpreted as the ability of consumers to recognize or remember that a brand is part of a certain product category. It can be concluded that brand awareness is one of the important factors in the company which is often considered as one of the requirements of a consumer's purchase intention, because it is an important factor in considering a brand. (Durianto, 2017) uses 5 (five) dimensions in brand awareness, namely unaware of the brand, brand recognition, brand recall, top of mind.

According to (Priansa, 2017) the notion of consumer purchase intention is a form of consumer behavior that can appear in response to products and services that will show intuition in the form of a purchase desire. Meanwhile (Durianto, 2017) explains that purchase intention is a desire to have a product or service, this will arise from the enormous influence of the product or service both in terms of quality, quality, benefits and uses. According to (Kotler & Armstrong, 2018) regarding purchase intention "consumers will start with the interest in buying products from their favorite brands, which happens during the evaluation phase". (Priansa, 2017) 4 (four) dimensions in consumer purchase intention, namely exploratory interest, transactional interest, preferential interest, and referential interest.

METHODOLOGY

The study uses a quantitative research approach with a data collection technique using a questionnaire. This research has 3 (three) independent variables and 1 (one) dependent variable. The independent variables are Lifestyle (X1), Celebrity Endorser (X2), Brand Awareness (X3), and the dependent variable is Purchase Intention (Y). The analysis of this study examines the influence of lifestyle, celebrity endorser, brand awareness as an independent variable on purchase intention as the dependent variable

Figure 1
Framework



Source: Processed Data, 2022

The current research, in addition to referring to the existing literature, will also take references from similar studies that have been carried out previously. Below is Table 2.1 which summarizes some of the previous research, as follows:

Table 2
Previous Research

No	Author	Variable	Results
1	(Anisa & Widjatmiko, 2021)	<i>Electronic-Word of Mouth (E-WOM) (X₁), Lifestyle (X₂), Celebrity Endorse (X₃), and Purchase intention (Y)</i>	It can be concluded that the E-WOM, Lifestyle, and Celebrity Endorse variables have a significant influence on product purchase intention in online stores.

No	Author	Variable	Results
2	(Firdaus et al., 2021)	Gaya Hidup (X_1), Harga (X_2), Pengetahuan Produk (X_3), dan Minat Beli (Y)	It was concluded that the Lifestyle and Price variables had no significant effect on purchase intention in e-cigarettes in the city of Padang. Meanwhile, Product Knowledge is influential.
3	(Madia wati & Pradana, 2016)	<i>Celebrity Endorser</i> (X_1), <i>Halal Certificate</i> (X_2), dan <i>Customer's Purchase intention</i> (Y)	It can be concluded that the Celebrity Endorser and Halal Certificate variables have an effect on consumer purchase intention.
4	(Karim & Istiyanto, 2020)	<i>Country of Origin</i> (X_1), <i>Celebrity Endorser</i> (X_2), <i>Advertisements</i> (X_3), E-WOM (X_4), dan <i>Purchase intention</i> (Y)	It is concluded that the Celebrity Endorser variable has no significant effect on purchase intention in OPPO Smartphones in Solo. Meanwhile, Country of Origin, Advertisements, and E-WOM are influential.
5	(Utami & Istianto, 2020)	<i>Word of Mouth</i> (X_1), Kesadaran Merek (X_2), Gaya Hidup (X_3), Kualitas Produk (X_4), dan Minat Beli (Y)	It can be concluded that the Brand Awareness variable has no influence on the purchase intention of Converse brand shoes in Surakarta.
6	(Subagiyo & Permatasari, 2019)	<i>Celebrity Endorser</i> (X_1), Gaya Hidup (X_2), dan Minat Beli (Y)	It can be concluded that the Celebrity Endorser and Lifestyle variables have a positive and significant effect on purchase intention on Instagram Social Media.
7	(Tariq et al., 2017)	E-WOM (X_1), <i>Brand Awareness</i> (X_2), <i>Brand Image</i> (Y_1), <i>Purchase intention</i> (Y_2)	It can be concluded that the Brand Awareness variable has a significant influence on the purchase intention of cellphone users in the cities of Rawalpindi and Islamabad.
8	(Pratiwi et al., 2020)	Kualitas Produk (X_1), <i>Brand Awareness</i> (X_2), <i>Celebrity Endorsement</i> (X_3), dan Minat Pembelian (Y)	It can be concluded that the variables of Product Quality, Brand Awareness, and Celebrity Endorsement have a significant effect on the purchase intention of OPPO Smartphones in FE Uniba Surakarta students.

No	Author	Variable	Results
9	(Setini et al., 2020)	E-WOM (X_1), <i>Celebrity Endorser</i> (X_2), <i>Brand Image</i> (Y_1), <i>Purchase Intention</i> (Y_2)	It can be concluded that the Celebrity Endorser variable has a significant influence on the purchase intention of Shopee consumers in the city of Denpasar.

Source: Processed Data, 2022

Lifestyle is part of consumers' secondary needs that can change according to time, opinions, and desires. (Anisa & Widjatmiko, 2021) Lifestyle variable (X_1) has a significant and positive influence on interest in buying online shop products in Surabaya (Y). Therefore, the hypothesis can be formulated

H1 : Lifestyle has a significant effect on consumer purchase intention in Lemonilo Instant Noodle products in Jabodetabek.

Celebrity endorsers can be representatives to communicate products and build the image of the company. According to research (Madiawati & Pradana, 2016) the Celebrity Endorser variable (X_2) has a significant and positive effect on purchase intention in online shop products (Y). Therefore, the hypothesis can be formulated

H2: Celebrity endorsers have a significant effect on consumer purchase intention in Lemonilo Instant Noodle products in Jabodetabek.

Brand Awareness is an important factor in the company which is often considered as one of the considerations in the purchase intention of a consumer. According to research (Tariq et al., 2017) the Brand Awareness variable (X_3) has a positive relationship to interest in buying mobile phones in Rawalpindi and Islamabad (Y). Therefore, the hypothesis can be formulated

H3: Brand Awareness has a significant effect on consumer purchase intention in Lemonilo Instant Noodle products in Jabodetabek.

The unit of analysis in this study is an individual analysis unit regarding respondents' perceptions of lifestyle, celebrity endorser, brand awareness, and consumer purchase intention in Lemonilo Instant Noodle products in Jabodetabek. In this research, the writer uses purposive sampling method. The definition of purposive sampling according to (Sugiyono, 2018) is a sampling technique with certain standards and requirements.

The population in this study is unknown and cannot be calculated. So (Ferdinand, 2014) formulated a calculation to determine a sample of 25 times the number of independent variables. This study contains 3 (three) independent variables so that the minimum number of samples is 75 respondents ($25 \times 3 = 75$). In this case the researcher will use 100 respondents to fulfill the minimum number of samples

Lifestyle variables indicate that all items that have been tested are declared valid. The Celebrity Endorser variable shows that all the statements that have been tested are declared valid. The Brand Awareness variable shows that all statements that have been tested are declared valid. The purchase intention variable shows that all statement items that have been tested are declared valid.

Table 3
Reliability Test Results

No	Variabel	Number of Items	Cronbach Alpha	Information
1	Lifestyle (X_1)	6	0,882	Reliable
2	Celebrity Endorser (X_2)	6	0,956	Very Reliable
3	Brand Awareness (X_3)	5	0,858	Reliable
4	Purchase Intention (Y)	5	0,929	Very Reliable

Source: Data processing with SPSS version 26

Based on the reliability test results table above, it can be seen that the Cronbach Alpha value of 4 (four) variables has met the reliability requirements, namely > 0.7 so that all research instruments that have been tested can be declared reliable to be used repeatedly.

DISCUSSION OF RESEARCH RESULTS

The following is the output of normality analysis based on the Normal P-P Plot (Normal Probability Plots) and Kolmogorov-Smirnov methods. Based on the results of normality analysis, it can be seen that the distribution of data in the form of points is not far from or around the diagonal line. It can be concluded that the data used in this study is normally distributed. Based on the results of the multicollinearity analysis above, it is known that the VIF (variance inflation factors) and tolerance values have met the requirements. The VIF value of the Lifestyle variable is 1,576, the Celebrity Endorser variable is 1,433, and the Brand Awareness variable is 1,300. While the tolerance value for the Lifestyle variable is 0.634, the Celebrity Endorser variable is 0.698, and the Brand Awareness variable is 0.769. It can be concluded that the VIF value of the 3 (three) independent variables in this study was < 10 and the tolerance value for the 3 (three) variables was > 0.1 , so that all independent variables in this study were not detected for multicollinearity. The independent variable was not identified with heteroscedasticity so that the residuals of each independent variable had the same variance. Based on the results of the autocorrelation analysis, it can be seen that the Durbin-Watson value is 2.158. Based on the autocorrelation criteria, if $4 - d_u < d_u$, there is neither positive nor negative autocorrelation. In this study, the value of d_u based on the Durbin-Watson table is 1.736 and the value of d_l is 1.613, so $4 - d_u$ is worth 2.264. It can be concluded that the regression model in this study is 1.736 2.158 2.264 so that there is no positive or negative autocorrelation.

Multiple linear regression equation as follows:

$$Y = 0.161 + 0.424 X_1 + 0.151 X_2 + 0.278 X_3 + e$$

The interpretation obtained from the equation is as follows:

- The constant value of 0.161 means that if the independent variables, namely Lifestyle (X_1), Celebrity Endorser (X_2), and Brand Awareness (X_3) are considered non-existent or not used, the value of the dependent variable, namely Purchase Intention (Y) is 0.161.
- The regression coefficient for Lifestyle (X_1) is 0.424, which means that there is a positive or unidirectional effect between the Lifestyle (X_1) and Purchase intention (Y) variables of consumers on Lemonilo Instant Noodle products in Jabodetabek and has the highest influence among the other two variables.
- The regression coefficient for Celebrity Endorser (X_2) is 0.151, meaning that there is a positive or unidirectional effect between the variables Celebrity Endorser (X_2) and consumer purchase intention (Y) on Lemonilo Instant Noodle products in Jabodetabek and has the lowest influence on the Purchase Intention variable (Y).
- The regression coefficient of Brand Awareness (X_3) is 0.278, meaning that there is a positive or unidirectional effect between the variables Brand Awareness (X_3) and Purchase Intention (Y) of consumers on Lemonilo Instant Noodle products in Jabodetabek and has a smaller effect than the Lifestyle variable (X_1) and greater than the Celebrity Endorser variable (X_2).

Based on the results of the f-test, the f-count value is 47,115 when compared to the f-table 2.70, the f-count is $47,115 > f\text{-table } 2.70$ with a significance level of $0.000 < 0.005$. So it can be concluded that the regression model is feasible or reliable to explain the independent variables.

The results of the t-test analysis can be explained as follows:

- The t-count value of the Lifestyle variable (X_1) is 5.530 with a significance level of 0.000. So that it has fulfilled the requirements, namely the t-count value of $5.530 > t\text{-table value of } 1.985$ and significance < 0.05 , then H_1 is accepted. It can be concluded that partially there is a significant influence between Lifestyle (X_1) on Purchase Intention (Y).
- The t-count value of the Celebrity Endorser variable (X_2) is 3.040 with a significance level of 0.003. So that it has fulfilled the requirements, namely the t-count value of $3.040 > t\text{-table value of } 1.985$ and the significance < 0.05 , then H_2 is accepted. It can be concluded that partially there is a significant influence between Celebrity Endorser (X_2) on Purchase Intention (Y).

- c. The t-count value of the Brand Awareness variable (X3) is 3.552 with a significance level of 0.001. So that it has fulfilled the requirements, namely the t-count value of $3.552 >$ the t-table value of 1.985 and the significance <0.05 , then H3 is accepted. It can be concluded that partially there is a significant influence between Brand Awareness (X3) on Purchase Intention (Y).

The results of the analysis of the coefficient of determination (R²) can be seen in the R Square column above, which is 0.596 or 59.6%. It can be concluded that the Lifestyle variable (X1), Celebrity Endorser (X2), and Brand Awareness (X3) jointly contribute to explaining the Purchase Intention variable (Y) by 59.6%, while the remaining 40.4% (100% - 59.6%) is influenced by other variables not examined in this study.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the results of research data processing, several main conclusions can be drawn simultaneously to answer the research objectives that have been described previously, namely as follows:

- Lifestyle variable has a positive and significant influence on the variable of Purchase Intention of Lemonilo Instant Noodle Products in Jabodetabek and has the highest influence among the variables of Celebrity Endorser and Brand Awareness. The results of the analysis were concluded to accept H1.
- The Celebrity Endorser variable has a positive and significant effect on the Lemonilo Instant Noodle Purchase Intention variable in Jabodetabek and has the lowest effect among the Lifestyle and Brand Awareness variables. The results of the analysis concluded to accept H2.
- The Brand Awareness variable has a positive and significant influence on the Lemonilo Instant Noodle Product Purchase Intention variable in Jabodetabek and has a greater influence than the Celebrity Endorser variable but smaller than the Lifestyle variable. The results of the analysis were concluded to accept H3.

Recommendation

- Lemonilo can establish deeper relationships with consumers, especially lemonizens, by creating fun games, reminders for healthy living activities, and interesting promos that will raise public opinion, especially regarding the spirit of promoting a healthy lifestyle.
- Lemonilo evaluates the celebrity endorser criteria that he wants to use and is even more selective in the selection of celebrity endorsers while still paying attention to reliability, expertise, and skills in order to attract and convince consumers to buy products, especially food products.
- Monitoring competitive prices in the instant noodle market, expanding distributor network and increasing collaboration with resellers, conducting promotions by looking at community conditions and situations, improving online services on various platforms

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