

**THE INFLUENCE OF WORD OF MOUTH, NCT DREAM AS A
BRAND AMBASSADOR AND BONUS PACK ON BUYING
INTEREST IN LEMONILO NOODLE PRODUCTS**
(Study on Consumers of Lemonilo Noodle Products in Medan City)

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Abstract

This research aims to examine the impact of word of mouth, brand ambassadors, and bonus packs on the buying interest of consumers in Medan City who purchase Lemonilo Noodle Products. The study utilizes a quantitative research approach with an associative method. The study employed a nonprobability sampling technique, specifically the purposive sampling method. The findings of this study indicate that the word of mouth variable has a significant positive effect on buying interest, as evidenced by the tvalue of 5.074, which is greater than 1.986, and a significance level of 0.000, which is less than 0.05. Similarly, the brand ambassador variable also has a significant positive effect on buying interest, with a tvalue of 2.278, greater than 1.986, and a significance level of 0.001, less than 0.05. Furthermore, the bonus pack variable also demonstrates a significant positive effect on buying interest, with a tvalue of 2.564, greater than 1.986, and a significance level of 0.000, less than 0.05. Additionally, the overall results of this study indicate that all the variables are interconnected, as evidenced by the fvalue of 17.686, greater than 3.09. Hence, this study provides valuable insights into the factors influencing buying interest in Lemonilo Noodle Products.

Keywords: *Word of Mouth, Brand Ambassador, Bonus Pack, Purchase Intention*

1. INTRODUCTION

In an effort to maintain their survival, humans try to fulfill their primary needs and one of them is food. Food is a basic human need for survival and as a source of energy to carry out activities. In this modern era, the food industry in the world has grown rapidly. The food industry sector is one of the industrial and business sectors that continues to experience growth. Current developments create an impetus for companies to continue to innovate in maintaining their existence in the market.

One of the rapidly growing industrial sectors today is the food industry sector. Currently, the growth of the business sector, especially in the food business, is increasingly emerging and this also makes entrepreneurs from this sector required to have different marketing strategies with the aim of creating and having an advantage to compete with competitors in the same field (Apdillah et al., 2022). The volume of Indonesian people's needs for the food industry continues to increase.

Instant noodles have become a food that is favored by most Indonesians (Khasanah, 2013). The tendency of Indonesians to enjoy instant food has led to the emergence of many companies that differentiate their products. People also prefer fast food, one example is instant noodles. Practical, fast presentation, and a very affordable price and easy to obtain becomes a question why instant noodles are very popular food in Indonesia. Instant noodles are a fast food product that is very popular with Indonesians because of its ease of presentation, low price, and availability everywhere. Data from the World

Instant Noodles Association, states that Indonesia ranks second as the country with the highest consumption of instant noodles in the world, totaling 12.54 billion packs. Instant noodles, which are consumer goods, are the choice of the Indonesian people and are a staple food besides rice. One of the famous instant noodle brands and which currently still dominates the market is Indomie.

The need for healthy food encourages companies to be more critical in finding and obtaining information about products to be consumed. In 2016 Lemonilo differentiated their instant noodle product by marketing it as a nutritious and natural food, making it safe for consumption, especially for children and nursing mothers. Lemonilo instant noodles are made without the use of harmful ingredients such as MSG and 3P (colorants, preservatives, and flavors). The green color of the noodles comes from spinach juice. In addition, this noodle also has relatively lower calories.

Based on research conducted by Agnelia & Wardhana (2016), it shows that there is a significant influence of word of mouth on buying interest. The results of these studies contradict the results of research conducted by Febryanti & Hasan (2022), regarding online food purchases which show that word of mouth does not have a significant effect on purchase intention. Thus, there is a research gap that needs further research. Roisah et al (2021) conducted research with results showing that brand ambassadors have a positive and significant effect on purchase intention.

The results of Purwati & Cahyanti (2022) also show that the presence of brand ambassadors has a positive and significant effect on purchase intention. Both studies contradict the results of research by Nisa & Pramesti (2020) which show that brand ambassadors have no effect on buying interest. Thus, it is known that there are still research gaps that need to be further investigated.

Apart from word of mouth and brand ambassadors, buying interest is also influenced by the bonus pack provided as a gift to consumers. The existence of the influence of bonus packs on buying interest is supported by previous research, including research conducted by Rahman et al. (2020) by showing the results of research that bonus packs have a significant effect on buying interest. This is not in line with Suwarno (2020) which shows that bonus packs have no significant effect on buying interest. Thus, it is known that there is still a research gap in the relationship between the two variables that needs to be further investigated. This study aims to determine the influence of word of mouth on buying interest, the influence of brand ambassadors on buying interest, the effect of bonus packs on buying interest together on buying interest in consumers of Lemonilo Noodle Products in Medan City.

2. LITERATURE REVIEW

2.1. Marketing

In general, many people state that the concept of marketing is the same as the concept of sales or promotion / advertising. According to Rahayu (2022) marketing is a series of activities aimed at identifying and meeting human needs. According to Saleh & Said (2019), marketing is an organizational function and a series of processes to create, communicate and provide value to customers to manage customer relationships in a way that benefits the organization and parties with an interest in the organization (Rahayu, 2022). In short, marketing can be defined as "profitably satisfying demands." This is how companies can profitably meet consumer needs (Situmorang et al., 2022).

2.2. Word Of Mouth

Basically, word of mouth is an endorsement made by a third party, and word of mouth is a fundamental public relations concept. word of mouth is the action of consumers in talking with other consumers about the quality of a product, as well as services based on their experience of using these products or services.

According to Latief (2019), explains that word of mouth marketing communication is considered an independent marketing communication medium by companies because the dissemination of information is carried out by the public or customers to other customers but benefits the company, product or service that is the object of communication.

Word-of-mouth (WOM) indicators include consumers' willingness to speak positively about the quality of services and products, recommending the company's services and products to others, and encouraging friends or relatives to make purchases from the company (Babin et al., 2005).

2.3. Brand Ambassador

According to Firmansyah (2023), a brand ambassador is someone who has a passion for the brand and can influence or invite consumers to buy or use a product. In consumer life, some decisions are influenced by idols or trendsetters. In the world of marketing, this trendsetter is often used to become a brand ambassador.

Meanwhile, a good brand ambassador must be able to become a spokesperson for the brand to the public or its audience (Kuswardani, 2020). The main focus is not only to increase sales of the brand but so that the audience understands the whole of the brand so that they are interested in using it continuously (Situmorang et al., 2022). For a company, the use of brand ambassadors has the aim of influencing consumers to buy a product.

Companies must be able to find out consumer demand so that companies can choose the right brand ambassador for their products. Royan (2004) explains that brand ambassadors are social icons or identities, acting as marketing tools that symbolize the achievement of individualism and personal greatness along with the commodification and commercialization of an item.

Further, Royan (2004) emphasize the indicators of a Brand Ambassador (BA) include visibility, credibility, attraction, and power. Visibility refers to a person who is widely recognized and influential, ensuring the audience notices the advertised brand. Credibility involves perceptions of the source's advantages that make them accepted or followed by the audience. Attraction encompasses likability, which considers physical appearance and personality, and similarity, where emotional connection in advertising aids in achieving advertising goals. Lastly, power is characterized by the influence a communicator has, with higher status or renown enhancing this influence.

2.4. Bonus Pack

According to Shimp (2000) the extra value bonus package offered to consumers is real, can be used to re-affect current users so that they do not switch to competing brands and is used as a tactic against aggressive competitors. Meanwhile, Belch & Belch (2004) highlight that bonus pack is a strategy of offering consumers an addition or bonus to a product at a normal price. From some of the above definitions, it can be concluded that a

bonus pack is a strategy in sales promotion that offers products or services for free at a normal price to encourage the purchase of other products.

The indicators of a bonus pack include providing offers with extra benefits, serving as a defensive strategy against competitors' new product promotions, and generating larger sales orders (Belch & Belch, 2004).

2.5. Purchase Intention

Buying interest refers to creating something that can be recorded in the minds of consumers and then making it a very strong desire by means of motivation (Sari et al., 2020). Meanwhile, as said by Febriani & Dewi (2019), buying interest is defined as something that arises by itself after being stimulated by the goods it has seen, that is where the interest in buying and owning it begins.

Interest in buying according to Kotler & Keller (2009), buying interest arises after an alternative evaluation process. Consumers will make a series of choices regarding products purchased based on brand or interest (Amalia & Siregar, 2023). Referring to the explanation above, it can be concluded that purchase interest is a customer's interest in a product / service and a feeling of wanting to own the product / service by buying it.

According to Putri & Syathiri (2021), purchase intention can be identified through several indicators: transactional interest, which is a person's tendency to buy a product; referential interest, which is the tendency to recommend the product to others; preferential interest, which describes a person's primary preference for the product that can only change if something affects the preferred product; and exploratory interest, which involves a person's behavior in seeking information about the product and its positive attributes.

3. RESEARCH METHODS

This study uses quantitative research with an associative approach. Quantitative research, as defined by Sugiyono (2021), is a traditional method based on positivism, focusing on objective and measurable data. An associative approach investigates the relationship between two or more variables, involving data collection, processing, and analysis to draw conclusions.

The research was conducted in Medan from April to May 2023, targeting residents of Medan who met the criteria for respondents. The sample size was 96 respondents, rounded up to 100 for ease of calculation.

4. RESULTS AND DISCUSSION

4.1. Research Results

The identity of the respondents presented by the author in this study is gender, age, education level, income, and average purchase. The identity obtained by the researcher is as follows:

a. Gender

The characteristics of respondents based on gender are divided into men and women. The following results were obtained from this study:

Table 1. Identity of Respondents Based on Gender

No	Gender	Frequency	Percentage (%)
1	Male	21	21%
2	Female	79	79%
	Total	100	100%

Source: Data Processing Results (2023)

Based on the data that the author attached in table 1 above, it is found that the respondents are dominated by female gender at 79%. This can be caused because women tend to be more interested in these products than men.

b. Age

The characteristics of respondents based on age are divided into men and women. The following results were obtained from this study:

Table 2. Respondent Identity Based on Age

No	Gender	Frequency	Percentage (%)
1	15 – 21 Years	75	75%
2	22 – 26 Years	23	23%
3	>30 Years	2	2%
	Total	100	100%

Source: Data Processing Results (2023)

Based on the data attached to table 2 above, it is found that respondents in this study are dominated by ages 15-21 years with a frequency of 75%. This is because consumers of Lemonilo noodle products are consumers in the age range of 15-21 years.

c. Education Level

Characteristics of respondents based on education level. The following results are obtained from this study:

Table 3. Identity of Respondents Based on Level of Education

No	Last Education Level	Frequency	Percentage (%)
1	Bachelor (S1)	10	10%
2	Diploma	1	1%
3	High School	89	89%
	Total	100	100%

Source: Data Processing Results (2023)

Based on the data attached to table 3 above, it is found that the respondents in this study were dominated by respondents who had the latest high school / high school / high school education with a percentage of 89%, Bachelor education (S1) with a percentage of 10% and Diploma with a percentage of 1%. This is because the high school / high school / high school education level is interested in trying the product.

d. Revenue

Characteristics of respondents based on income. The following results are obtained from this study:

Table 4. Description of Respondents Based on Income

No	Revenue	Frequency	Percentage (%)
1	≤ Rp.1.000.000,00	74	74%
2	Rp.1.000.001,00 - Rp.2.000.000,00	20	20%
3	Rp.2.000.001 - Rp.3.000.000,00	3	3%
4	Rp.3.000.001,00 - Rp.4.000.000,00	2	2%
5	Rp.4.000.001,00 - Rp.5.000.000,00	1	1%
Total		100	100%

Source: Data Processing Results (2023)

Based on the data attached to table 4 above, it is found that the respondents in this study were dominated by respondents whose income was ≤ Rp.1,000,000.00 with a percentage of 74%, with an income of Rp.1,000,001.00 - Rp.2,000,000.00 with a percentage of 20%, with an income of Rp.3,000,001.00 - Rp.4,000,000.00 with a percentage of 2% and with an income of Rp.4,000,001.00 - Rp.5,000,000.00 with a percentage of 1%.

e. Respondents' Intensity in Purchasing Lemonilo Noodle Products

Characteristics of respondents based on the intensity of purchase of Lemonilo Noodle products. The following are the results obtained from this study:

Table 5. Respondents' Intensity in Purchasing Lemonilo Noodle Products

No	Intensity in Purchasing Lemonilo noodle products	Frequency	Percentage (%)
1	< 2 times	14	14%
2	3 – 5 times	41	41%
3	> 5 times	45	45%

Source: Data Processing Results (2023)

Based on the data attached to table 5 above, it is found that respondents in this study were dominated by respondents who made purchases > 5 times with a percentage of 45%, made purchases 3 - 5 times with a percentage of 41% and respondents who made purchases < 2 times with a percentage of 14%.

f. Hypothesis Test

- a) Partial Test (T Test)

Table 6. Partial Test Results (T Test)

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	12,612	2,843		4,436	,000
	Word Of Mouth	,572	,113	,460	5,074	,000
	Brand Ambassador	,009	,115	,371	2,278	,001
	Bonus Pack	,239	,128	,256	2,564	,000

a. Dependent Variable: Purchase Intention

Source: Data Processing Results (2023)

The results of the Partial Test conducted with SPSS software are interpreted as follows:

- a. In the Word Of Mouth (X1) variable on Purchase Interest (Y), the tvalue value is $5.074 > 1.984$ with a significance level of $0.000 < 0.05$ and has a regression coefficient value of 0.572. This shows that the Word Of Mouth variable has a positive and significant effect on the Purchase Interest variable (Y). from these results, Ha1 is accepted Ho1 is rejected.
- b. In the Brand Ambassador (X2) variable on Purchase Interest (Y), the tvalue value is $2.278 > 1.984$ with a significance value of $0.001 < 0.05$ and has a regression coefficient value of 0.009. This shows that the Brand Ambassador variable has a positive and significant effect on the Purchase Intention (Y) variable. Based on these results, Ha2 is accepted Ho2 is rejected.
- c. In the Bonus Pack (X3) variable on Purchase Intention (Y), the tvalue value is $2.564 > 1.984$ with a significance level of $0.000 < 0.05$ and has a regression coefficient value of 0.239. This shows that the Bonus Pack variable has a positive and significant effect on the Purchase Intention (Y) variable. Based on these results, Ha3 is accepted Ho3 is rejected.

b) Simultaneous Test (F Test)

The results of the simultaneous test or F test in this study are as follows:

Table 7. Simultaneous Test Results (F Test)

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	753.989	3	251.330	17.686	.000 ^b
	Residual	1364.201	96	14.210		
	Total	2118.190	99			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Bonus Pack, Word of Mouth, Brand Ambassador

Source: Data Processing Results (2023)

It can be seen that the t value is $17.686 > t_{table} 3.09$ or sig. value of $0.000 < 0.05$. So it can be concluded that the independent variables, namely the Word Of Mouth (X1), Brand Ambassador (X2), and Bonus Pack (X3) variables together have a positive and significant effect on the dependent variable, namely the Purchase Interest variable (Y).

4.2. Discussion

a. The effect of word of mouth on purchase intention

The majority of respondents in this study were female. This is because women, as well as men, are more interested in consuming these products. Additionally, consumer willingness to talk about positive things about products to other people greatly influences consumer buying interest.

According to the test results on the SPSS program, the Word Of Mouth (X1) variable has a positive and significant effect on the Purchase Intention (Y) variable. This is evident from the t value value of $5.074 > 1.984$ with a significance level of $0.000 < 0.05$ and a positive regression coefficient value of 0.572 . Therefore, H_{a1} is accepted and H_0 is rejected, indicating that the Word Of Mouth (X1) variable significantly affects the Purchase Interest (Y) variable.

Furthermore, it is concluded that consumers of these products provide and spread positive information about Lemonilo noodle products to fellow consumers or those who have never tried Lemonilo noodle products. This supports the findings of Mokhtar (2020) on the positive and significant effect of word of mouth on buying interest in Wardah Cosmetics.

b. The influence of brand ambassadors on purchase intention

According to the test results on the SPSS program, the Brand Ambassador variable (X1) has shown a significant impact on Purchase Intention (Y). The t value value of 2.278 is greater than the critical value of 1.984 , with a significance value of 0.001 , which is less than the significance level of 0.05 . Additionally, the regression coefficient value of 0.009 further supports the positive effect of the Brand Ambassador variable on Purchase Intention (Y). Consequently, we can confidently accept H_{a2} . Therefore, it can be concluded that brand ambassadors play a significant role in influencing the buying interest of consumers in Medan city, specifically for Lemonilo noodle products.

These findings are in line with a study conducted by Ningrum (2016) which revealed that Brand Ambassadors have a positive impact on the buying interest of MD Clinic By Lazeta among business administration students in class 13.

c. The effect of bonus packs on purchase intention

The SPSS test results clearly indicate that the Bonus Pack variable (X3) has a significant impact on Purchase Intention (Y). With a t value value of 2.564 exceeding the critical value of 1.984 , and a regression coefficient of 0.239 , it is evident that the Bonus Pack positively influences consumer behavior. Accepting H_{a3} based on these findings, it is concluded that the bonus pack significantly affects the purchasing interest of Lemonilo noodle consumers in Medan city. This conclusion is further supported by Supiyanti (2018) research on the impact of Bonus Pack and Product Quality on consumer behavior in Medan.

d. The influence of word of mouth, brand ambassadors and bonus packs on purchase intention

The test results clearly indicate that the variables Word Of Mouth (X1), Brand Ambassador (X2), and Bonus Pack (X3) have a simultaneous and significant impact on the Purchase Interest variable (Y). This is evident from the fvalue value of 17.686, which is greater than the critical ftable value of 3.09, and the sig. value of 0.000, which is less than 0.05. Therefore, we can confidently conclude that these independent variables have a positive and significant effect on the dependent variable.

Furthermore, the coefficient of determination test reveals that the variables Word Of Mouth (X1), Brand Ambassador (X2), and Bonus Pack (X3) are strongly related to Purchase Interest (Y) by 59.7%. This indicates a robust relationship between these variables. Additionally, the adjusted Rsquare value of 0.356 suggests that 35.6% of consumer buying interest in Lemonilo noodle products in Medan City can be attributed to Word Of Mouth (X1), Brand Ambassador (X2), and Bonus Pack (X3). It is important to note that the remaining 65.4% is influenced by other factors not considered in this study.

Based on these findings, it is clear that the Word Of Mouth (X1), Brand Ambassador (X2), and Bonus Pack (X3) variables play a crucial role in driving consumer interest in Lemonilo noodle products. Therefore, it is recommended that businesses focus on leveraging these variables to enhance their marketing strategies and ultimately boost sales.

5. CONCLUSION

Based on the analysis of the influence of Word of Mouth (WOM), NCT Dream as Brand Ambassadors (BA), and Bonus Packs on Purchase Interest in Lemonilo Noodle Products among consumers in Medan City, several conclusions can be drawn. The data shows that the WOM variable significantly affects purchase interest, with a t-value of 5.074 (greater than the critical value of 1.984) and a significance level of 0.000 (less than 0.05), along with a positive regression coefficient of 0.572. This indicates that WOM has a strong influence, primarily through service and product recommendations, as consumers' purchase interest is highly driven by recommendations from others and their own willingness to recommend the product.

Similarly, the brand ambassador variable significantly affects purchase interest, with a t-value of 2.278 (greater than 1.984) and a significance level of 0.001 (less than 0.05). The regression coefficient is 0.009, with the most influential factor being the credibility of the brand ambassador. This suggests that consumers are more likely to be interested in buying Lemonilo noodle products if the brand ambassador is perceived as credible and advantageous.

Additionally, the bonus pack variable has a significant effect on purchase interest, with a t-value of 2.564 (greater than 1.984) and a significance level of 0.000 (less than 0.05), along with a regression coefficient of 0.239. The strongest indicator here is the survival strategy, showing that consumers appreciate the bonus packs as a strategy to enhance value, thereby increasing their purchase interest and ultimately boosting sales.

In summary, purchase interest in Lemonilo noodle products in Medan City is significantly influenced by WOM, the credibility of brand ambassadors, and the

attractiveness of bonus packs. These factors collectively contribute to increased consumer interest and sales of Lemonilo noodle products.

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