

Influence of Brand Ambassador, Price, and Product Quality to Purchase Decision: Survey of Somethinc Consumers in Sleman Regency Area

Arini Raihana Syahida¹; Sri Budiwati Wahyu Suprpti^{2*}

Received: 22.11.2024

Reviewed: 15.03.2025

Accepted: 29.04.2025

Abstract

This study aims to determine the influence of brand ambassador, price, product quality on consumers Somethinc Purchasing Decisions in the Sleman Regency Area. The data taken in this study used a quantitative approach using a survey method using a questionnaire distributed via Google Forms as a data collection instrument, with a total of 110 respondents. The population in this research is Somethinc consumers in the Sleman Regency Area, using primary data with a purposive sampling method. The criteria for respondents in this study were that they are at least 18 years old, respondents are consumers residing in the Sleman Regency Area, respondents who have made a purchase of Somethinc product in the Sleman Regency Area, respondents who have purchased Somethinc products at least once, and respondents who recognize NCT Dream as the brand ambassador of Somethinc products. The data analysis technique used is multiple linear regression. The research result show that 1) Brand Ambassador has significant influence on the purchasing decisions, 2) Price has significant influence on the purchasing decisions, 3) Product Quality has significant influence on the purchasing decisions, 4) Brand Ambassador, Price, and Product Quality together have significant effect on purchasing decisions.

Keywords: 1st brand ambassador, 2nd price, 3rd product quality, 4th purchase decision

Introduction

In the era of globalization, competition between industries has become increasingly fierce due to changes in technology, the economy, and market conditions in almost every industrial sector, as well as the improving economic conditions in Indonesia. According to data from the Ministry of Industry (2023), the Industrial Confidence Index (IKI) at the beginning of 2023 was in the expansion phase. The Industrial Confidence Index (IKI) in January 2023 rose sharply to 51.54 compared to 50.90 in December 2022. A total of 74.1% of industrial companies reported stable and improved business activities in January 2023. Additionally, 62.34% of industrial companies expressed optimism about business conditions over the next six months, from February to July 2023. According to data from the *Badan Pusat Statistik* (BPS), the cosmetics industry, which includes the pharmaceutical, chemical, and traditional medicine sectors, experienced growth of 9.61% in 2021. The Indonesian Food and Drug Authority (BPOM RI) recorded a 20.6% increase in the number of companies in the beauty cosmetics industry. The longer business competition continues, the more competitive it becomes to attract and retain consumers, making it increasingly

¹ UPN "Veteran" Yogyakarta, email: 141200248@student.upnyk.ac.id.

² UPN "Veteran" Yogyakarta, email sribudiwati131@gmail.com. *Corresponding author



Figure 1. Sales Level of Beauty Products in E-Commerce in Indonesia
Source : Databook.com (2023)

difficult. This can be seen in the abundance of product alternatives available to consumers, with numerous innovative products continuously emerging in a short amount of time. This situation forces companies to develop their products to avoid falling behind competitors. This also applies to the beauty industry, where producers are required to make new business innovations to remain competitive and accepted by consumers. However, at this time, consumers also expect benefits from a product, so it is not just about high quality.

The growth of the beauty industry has led to fierce competition among industry players, particularly in the skincare business. Skincare refers to facial treatments that can be used long-term and help care for the skin from within. Nowadays, skincare has become an essential need for the community, especially for women. According to Airlangga, the Minister of Industry, this growth is partly due to cosmetic and skincare products becoming primary needs for women, who are the primary target of the beauty industry. The beauty industry is currently experiencing growth, along with shifts in consumer behavior patterns across generations.

The growth of the beauty industry has led to fierce competition among industry players, particularly in the skincare business. Skincare refers to facial treatments that can be used long-term and help care for the skin from within. Nowadays, skincare has become an essential need for the community, especially for women. According to Airlangga, the Minister of Industry, this growth is partly due to cosmetic and skincare products becoming primary needs for women, who are the primary target of the beauty industry. The beauty industry is currently experiencing growth, along with shifts in consumer behavior patterns across generations.

The high percentage value of beauty products in e-commerce in Indonesia, specifically facial care, is 39.4%. Therefore, many skincare brands in Indonesia are growing and competing within the industry. These skincare brands will continue to innovate with their products, ranging from innovative, unique, and high-quality products that meet the needs of skincare users in Indonesia. Local skincare brands are also competitive with well-known international skincare brands, and they are currently in high demand among the public. Populix conducted a survey showing that nearly 90% of women in Indonesia use local skincare brands. The majority of



Figure 2. Best-Selling Skincare Brand in E-Commerce
Source : Compass (2022)

them stated that they choose local products because of their affordable prices (79%) and the product quality being on par with international brands (63%). Other reasons include the product's price being appropriate for its quality (56%), the product being safe to use (51%), the benefits of the product (48%), and supporting local SMEs (33%). Additionally, recommendations from influencers (27%) and from friends or relatives (26%) also have an impact on the purchasing decisions of women in Indonesia when it comes to using skincare products.

One of the skincare products that is currently widely discussed and popular among the public is the skincare brand Somethinc. Somethinc is a local brand under PT Royal Pesona Indonesia and was founded by Irene Ursula in March 2019. Somethinc is known as a local makeup and skincare brand that has been approved by BPOM and is certified halal with international standard quality. Somethinc's tagline is "Be You, Be Somethinc". Somethinc targets its primary market among Generation Z (Gen Z) and Millennials, as these generations are a significant portion of consumers using beauty products. According to data from the ZAP Beauty Index 2024, skincare usage is dominated by Generation Z (Gen Z) aged 15-27, accounting for 56.9%. Meanwhile, Millennials (Generation Y) aged 28-45 41.1%. Somethinc also targets women, men, and even pregnant women, offering skincare products that are safe for expectant mothers, using natural and harmless ingredients. Somethinc aims to break the stigma that skincare is only for women, highlighting that skincare is also for men, who also need skincare to care for their skin. According to data from the *Badan Pusat Statistik* (BPS), the use of skincare among women reaches about 72%, while the use of skincare among men has increased by about 37%.

From the Figure 2, it can be seen that the local skincare brand Somethinc leads in the sales of the best-selling skincare products. Somethinc is considered a relatively young skincare brand, as it was only established in 2019. Although it can be considered a new brand, Somethinc has achieved total sales of IDR 53.2 billion and successfully secured the first position. Somethinc, which focuses on producing skincare, has implemented a marketing strategy aimed at attracting a broader range of consumers from various segments. The company is required to be able to grow in order to survive in the intense market competition (Sukmawati et al., 2022). The marketing strategy used is expected to influence consumer purchasing decisions to increase the sales of Somethinc skincare products.

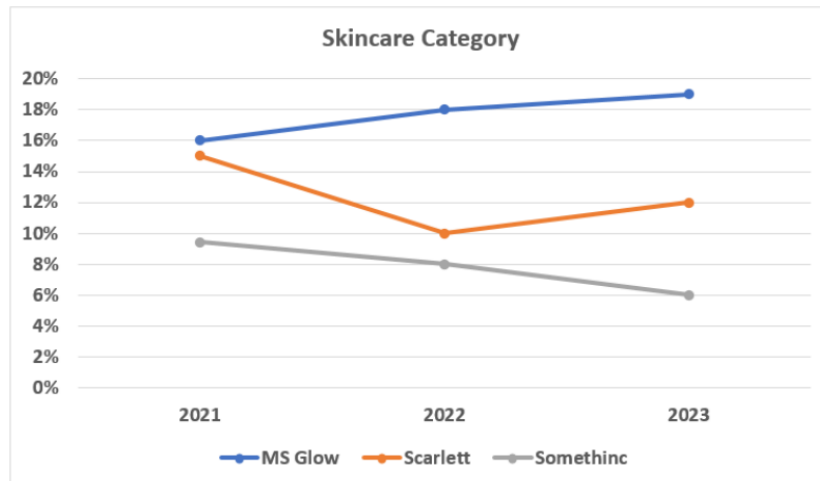


Figure 3. Market Share of Skincare Product 2021-2023
Source : MarketHac (2023)

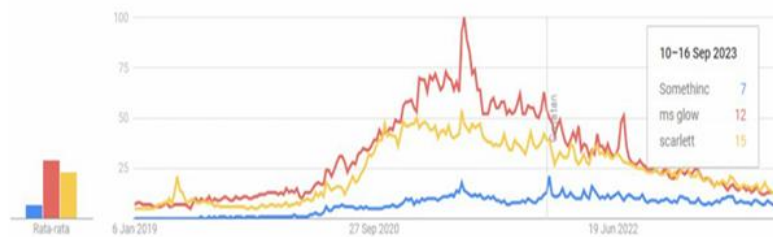


Figure 4. Popularity Trends from 2019-2023
Source : Trends (2023)

The disparity between expectations and reality is shown in Figure 3, which illustrates the Skincare Market Share from 2021 to 2023. The issue faced by Somethinc is evident from its low market share. MS Glow leads, followed by Scarlett, while Somethinc holds the third position. During this period, Somethinc's market share declined from 9.34% in 2021 to 8% in 2022, and further dropped to 6% in 2023. If this decline continues without any changes, Somethinc risks falling behind in the competition and will not become the consumers' top choice.

The data in Figure 4 shows that the popularity of Somethinc in Indonesia experienced fluctuations from 2019 to 2023. In 2019, its popularity was low, with a slight increase from 2020 to 2022, and then a decline in 2023. This decrease is attributed to the emergence of new skincare brands with higher popularity, such as MS Glow and Scarlett. This indicates that Somethinc has not yet become the top choice for consumers.

Companies must design the right strategies to attract consumers, such as using brand ambassadors, offering affordable prices, and ensuring the best product quality. Effective marketing, through the marketing mix (price, product, promotion, and place), is crucial to reaching the target audience. According to Kotler, Philip, and Armstrong (2014), promotion aims to attract consumers to purchase products in a persuasive manner. Marketing communication strategies convey the benefits of the

product to influence purchasing decisions, which reflect consumer behavior in choosing and buying products to satisfy their needs and desires.

Self-brand connection is a visual element that attracts consumers to influence their product purchase decisions. A brand ambassador plays a role in promoting and increasing sales for a brand. According to Firmansyah (2018), a popular brand ambassador with trendsetter status can strengthen brand image, thus enhancing consumer purchasing decisions influenced by the positive image of the celebrity supported by the public. Seeing this opportunity, Somethinc appointed NCT Dream as its brand ambassador on January 1, 2022, which was met with enthusiasm by consumers and NCT Dream fans in Indonesia. The presence of NCT Dream encouraged NCTZEN fans to purchase the products being promoted as a form of support and loyalty to their idols. The appeal and influence of a brand ambassador (Lea-Greenwood, 2012) are crucial factors in influencing purchase decisions. NCT Dream's strong charm attracts consumers to buy Somethinc products, while their charisma in advertising helps position the brand in consumers' minds. Somethinc chose NCT Dream for their popularity and appeal, which effectively persuades consumers to make purchases.

In addition to brand ambassadors, price is also an important factor influencing purchasing decisions. Price is the amount paid for a product or service, reflecting the value customers place on obtaining the benefits of the product or service. Price is also a key determinant of a company's success, as it impacts the profit generated from the sales of products or services (Kotler & Armstrong, 2014). Consumers prefer to purchase skincare products that are affordable and reasonably priced. Somethinc offers products at very affordable prices, ranging from IDR 39,000 to IDR 350,000, making their skincare products highly accessible for purchase.

The application of brand ambassadors and the right pricing conveys Somethinc's message to consumers with a focus on product quality. According to Kotler & Armstrong (2014), product quality includes the product's ability to perform its function, including durability, reliability, precision, and ease of operation. Somethinc prioritizes high-quality ingredients in its products, which are registered with BPOM and have halal certification. Additionally, Somethinc products meet the specified standards, focusing on quality, safety, and innovation. With high quality, consumers feel satisfied and are motivated to share their experiences online, influencing others' purchasing decisions.

The aim of this research is to determine the influence of brand ambassador, price, and product quality purchasing decisions Somethinc products (Survey on Somethinc Consumers in Sleman Regency Area).

Literature Review

Purchase Decision

According to Kotler & Armstrong (2014), purchasing decisions are consumer behaviors related to how individuals, groups, and organizations choose, buy, and use products, services, ideas, or experiences to meet their needs and desires. Meanwhile, according to Buchari Alma (2016), purchasing decisions are influenced by financial economics, technology, political culture, product quality, price, location, promotion, physical evidence, people, and process.

Brand Ambassador

According to Lea-Greenwood (2012), a brand ambassador is typically a celebrity used by companies to interact with the public in order to increase sales. Meanwhile, according to Firmansyah (2018:125), a brand ambassador is a trendsetter who is often used as a brand advocate in the marketing sector. A brand ambassador is someone who is enthusiastic about a product and can persuade or encourage customers to buy or use it.

Price

According to Kotler & Armstrong (2014:345), price is the amount charged for a product or service. More broadly, price is the total value that customers give in exchange for the benefit of owning or using a product or service.

Product Quality

According to Kotler & Armstrong (2014), "the ability of a product to perform its functions, it includes the product's overall durability, reliability, precision, ease of operation and repair, and other value attributes," which means the ability of a product to demonstrate its functions, including its overall durability, reliability, precision, ease of operation, repairability, and other attributes.

Hipotesis

H1. Brand Ambassador has a significant influence on the purchasing decisions of Somethinc products among Somethinc consumers in Sleman Regency.

H2. Price has a significant influence on the purchasing decisions of Somethinc products among Somethinc consumers in Sleman Regency.

H3. Product Quality has a significant influence on the purchasing decisions of Somethinc products among Somethinc consumers in Sleman Regency.

H4. Brand Ambassador, Price, and Product Quality together have a significant influence on the purchasing decisions of Somethinc products among Somethinc consumers in Sleman Regency.

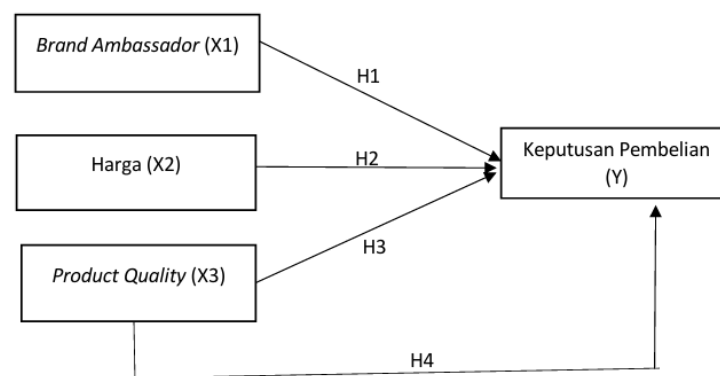


Figure 4. Research Model

Methods

Table 1. Multiple Linear Regression Test Results

Coefficients^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5.338	1.620		3.295	.001
Brand Ambassador(X1)	.315	.104	.271	3.040	.003
Harga (X2)	.361	.120	.281	3.056	.003
Product Quality (X3)	.368	.109	.306	3.332	.001
R Square				.708	
F				88.977	.000 ^b

Sampling and Procedures

According to Sekaran and Bougie (2017), a sample is a representation of all elements in the population from which the sample was taken. The samples taken in this research were 110 Erigo consumers. The data collection method for this research is by distributing questionnaires. This questionnaire provides statements to respondents using an interval scale of 1-4, namely strongly agree, agree, disagree and strongly disagree. The sampling procedure used in this research was non probability with a purposive sampling technique, was obtained with the following sampling criteria:

- ☒ Respondents are at least 18 years old.
- ☒ Respondents are consumers residing in the Sleman Regency Area.
- ☒ Respondents who have made a purchase of Somethinc products in the Sleman Regency Area, having purchased Somethinc products at least once.
- ☒ Respondents recognize NCT Dream as the brand ambassador of Somethinc products.

Measures

Brand Ambassador is measure using 4 statements using 4 point Likert from strongly agree, agree, disagree, and strongly disagree.

Price is measure using 4 statements using 4 point Likert from strongly agree, agree, disagree, and strongly disagree.

Product Quality is measure using 8 statements using 4 point Likert from strongly agree, agree, disagree, and strongly disagree.

Purchase Decisions is measure using 4 statements using 4 point Likert from strongly agree, agree, disagree, and strongly disagree.

Data Analysis

Data is analyzed using linear regression.

Result and Discussion

Result

The multiple linear regression equation seen in Table 1 shows the influence of Brand Ambassador (X1), Price (X2), Product Quality (X3) on Purchasing Decisions (Y) Somethinc Products. The following is an explanation of the multiple linear regression coefficient:

Brand Ambassador Regression Coefficient (X1)

Brand Ambassador (X1) is a variable that influences Purchase Decision with a (positive) regression coefficient of 0.315. This indicates that there is a positive relationship between the brand ambassador and the purchase decision, meaning that the better the brand ambassador, the higher the purchase decision (Y).

Price Regression Coefficient (X2)

Price (X2) is a variable that influences Purchase Decision, with a positive regression coefficient of 0.361. This indicates a positive relationship between price and purchase decision, meaning that the more favorable the price, the higher the purchase decision (Y).

Product Quality Regression Coefficient (X3)

Product Quality is a variable that influences Purchase Decisions, with a positive regression coefficient of 0.368. This indicates that there is a positive relationship between product quality and purchase decisions, meaning that the better the product quality, the higher the purchase decision (Y).

Goodness of Fit the Model

Coefficiency of Determination (R^2)

Based on Table 1, it can be seen that the Adjusted R Square is 0.708 or 70.8%. This means that Brand Ambassador (X1), Price (X2), and Product Quality (X3) influence the dependent variable, which is Purchase Decision (Y). Meanwhile, the remaining 29.2% can be explained by other independent variables outside this research model.

Hypothesis Testing

t test

The Influence of Brand Ambassador Variables on Purchase Decisions

The Brand Ambassador has a significant influence on the purchasing decisions of Somethinc products among consumers in the Sleman Regency area. In Table 1, it can be seen that the Brand Ambassador variable (X1) has a significant value of 0.003, which means that the value is smaller than 0.05 or $0.003 < 0.05$. Therefore, it can be said that the Brand Ambassador variable has a significant influence on the purchasing decision (Y) of Somethinc products among consumers in the Sleman Regency area. Thus, hypothesis 1 is accepted.

The Influence of Price Variables on Purchasing Decisions

The Price has a significant influence on the purchasing decision of Somethinc products among Somethinc consumers in the Sleman Regency area. In Table 1, it

can be seen that the Price variable (X2) has a significance value of 0.003, which means this value is less than 0.05 or $0.003 < 0.05$. Therefore, it can be stated that the Price variable has a significant impact on the purchasing decision (Y) of Somethinc products among Somethinc consumers in the Sleman Regency area. Thus, Hypothesis 2 is accepted.

The Influence of Product Quality Variable on Purchasing Decisions

Product Quality Significantly Influences the Purchase Decision of Somethinc Products Among Consumers in the Sleman Region. In Table 1, it is shown that the variable Product Quality (X3) has a significant value of 0.001, which is smaller than 0.05, or $0.001 < 0.05$. Therefore, it can be concluded that the Product Quality variable significantly affects the purchase decision (Y) of Somethinc products among consumers in the Sleman Region. Thus, Hypothesis 3 is accepted.

F Test

The F test is used to show that all independent variables included in the model have a joint influence on the dependent variable (Ghozali, 2018). Based on Table 1, the results of the joint impact test show a significance value of 0.000, which means it is lower than 0.05 or $0.000 < 0.05$. Therefore, it can be concluded that Brand Ambassador, Price, and Product Quality together have a significant influence on the purchasing decision of Somethinc products. Thus, Hypothesis 4 is accepted.

Discussion

The Influence of Brand Ambassador (X1) on Purchase Decisions

According to Lea-Greenwood (2012), a brand ambassador is typically a celebrity used by companies to interact with the public in order to increase sales. The results of the first hypothesis test (H1) in this study show that the brand ambassador has a significant influence on the purchase decision of Somethinc products, meaning that the proposed hypothesis can be accepted. This suggests that the more popular the brand ambassador, the higher the purchase decision will be. This was revealed from the respondents' answers regarding the visibility, credibility, attraction, and power. influence of the NCT Dream boyband, which is the brand ambassador, as well as consumer confidence in the information conveyed by the brand ambassador, which can increase purchase decisions. The findings of this study are in line with the research conducted by Muhammad (2023) and Afifah (2024). However, it is not consistent with the research conducted by Amin (2021) and Mega (2022).

The Influence of Price (X2) on Purchase Decisions

According to Kotler & Armstrong (2014:345), price is the amount charged for a product or service. More broadly, price is the total value that customers give in exchange for the benefit of owning or using a product or service. The results of the second hypothesis test (H2) in this study show that price has a significant impact on purchasing decisions for Somethinc products, thus the proposed hypothesis can be accepted. This means that the more attractive the price of the product, the higher the purchasing decision. In line with previous research, which found that price significantly affects purchasing decisions, the study by Nurul Fitri et al. also shows that the price variable has a positive and significant impact on purchasing decisions.

However, a different finding was reported by Rizal et al. (2023), which showed that price negatively affects purchasing decisions.

The Influence of Product Quality (X3) on Purchase Decisions

According to Kotler & Armstrong (2014), "the ability of a product to perform its functions, it includes the product's overall durability, reliability, precision, ease of operation and repair, and other value attributes," which means the ability of a product to demonstrate its functions, including its overall durability, reliability, precision, ease of operation, repairability, and other attributes. The results of testing the third hypothesis (H3) in this study show that product quality significantly affects the purchase decision of Somethinc products, thus the proposed hypothesis can be accepted. This means that the better the product quality, the higher the purchase decision will be. This was revealed through respondents' answers regarding performance quality, durability, conformance to specifications, features, reliability, aesthetics, perceived quality, and serviceability, which can enhance the purchase decision. This is in line with previous research conducted by Baiq (2022), which also found a significant effect on the purchase decision. However, there is a difference in the results of the study regarding the effect of product quality on purchase decisions. This is not in line with research by Devi (2021), who stated that product quality does not significantly affect the purchase decision.

Conclusion

The results of the research on the influence of brand ambassador, price, and product quality on the purchasing decision of Somethinc products can be concluded as follows:

- ☑ Brand Ambassador has a significant influence on the purchasing decision of Somethinc products among Somethinc consumers in Sleman Regency.
- ☑ Price has a significant influence on the purchasing decision of Somethinc products among Somethinc consumers in Sleman Regency.
- ☑ Product Quality has a significant influence on the purchasing decision of Somethinc products among Somethinc consumers in Sleman Regency.
- ☑ Brand Ambassador, Price, and Product Quality together have a significant influence on the purchasing decision of Somethinc products among Somethinc consumers in Sleman Regency.

Limitation

Based on the researcher's direct experience in conducting research, there are several limitations that future researchers need to pay attention to. This research has several limitations, including:

- ☑ The number of respondents, which was only 110 people, was considered not to reflect the actual situation.

- ☑ The research object only focuses on skincare product collaboration, there may be different results if it is carried out on other product collaborations such as health products, automotive, food, etc.

Management Implication

Something is expected to be more selective in choosing influencers, celebrities, actors, etc., to be their brand ambassadors in order to increase purchasing decisions. Future researchers may include other variables beyond those in this study that are related to purchasing decision variables and obtain more varied research results.

Reference

- Afifa, N.R., Vera, F., & Dewi K.S. (2024). Pengaruh Brand Ambassador, Brand Image, dan Harga Terhadap Keputusan Pembelian Pada Konsumen Produk Skincare Scarlett Whitening Di Sidoharjo.
- Amin, A., & Yanti, R. (2021). Pengaruh Brand Ambassador, E-WOM, Gaya Hidup, Country of Origin dan Motivasi Terhadap Keputusan Pembelian Produk Skincare Korea Nature Republic. *Jurnal Inovasi Bisnis Dan Akutansi*, 2(1), 1-14.
- Baiq, S.A.D., Suardana, I.M., & Satriawan. (2022). Pengaruh Brand Ambassador, Citra Merek dan Kualitas Produk terhadap Keputusan Pembelian Produk Kosmetik Emina (Studi Kasus Pada Mahasiswi di Kota Mataram). *Sekolah Tinggi Ilmu Ekonomi AMM*, Vol.1 No. <https://jurnal.penerbitseval.com/jurnal/index.php/kompeten/article/view/6>.
- Buchari Alma. (2016). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung Alfabeta.
- Devi, D.M. (2021). Pengaruh Kualitas Produk, Harga, Diskon, Dan Keputusan Pembelian Online Maharani Prima Skin Care Di Blitar. *Jurnal Ekonomi Manajemen Dan Bisnis*, 2(1), 8–19. <https://doi.org/10.32815/jubis.v2i2.442>
- Firmansyah., Muhammad Anang. (2018). *Perilaku Konsumen (Sikap dan Pemasaran)*. Yogyakarta: Deepublish.
- Kotler Philip., & Gary Armstrong. (2014). *Prinsip-prinsip Pemasaran*. Edisi 12. Jilid 1 dan 2. Terjemahan Bob Sabran. Jakarta: Penerbit Erlangga.
- Lea-Greenwood, Gaynor. (2012) *Fashion Marketing Communications Ebook*. Somerset, NJ, USA:Wiley.
- Mega, S. (2022). Pengaruh Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Kosmetik Scarlett Whitening Pada Mahasiswi Fakultas Ekonomi Dan Bisnis, 10(4).
- Muhammad Nur Affandi, Irfan Fadlur Rahman, Resti Laila Giyona, Dita Aldia, dan Marjam Desma Rahadhini. (2023). Pengaruh Harga, Brand Ambassador, dan Kualitas Produk Terhadap Keputusan Pembelian. Vol. 6 No.2.
- Nurul, F., Rachma, N., & Andi, N. (2024). Pengaruh Brand *Ambassador*, Harga Dan Kualitas Produk Terhadap Keputusan Pembelian Konsumen Pada *Skincare Whitelab* (Studi Kasus Pada Mahasiswi Prodi Manajemen FEB Universitas Islam Malang, 12(02).

- Rizal, U.A.F., Metik, E., & Ambar, R.A. (2023). Pengaruh Brand Ambassdor, Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Produk Somethinc. 14(1).
- Royan, Frans M. (2005). Marketing Celebrities. Jakarta: PT. Elex Media Komputindo.
- Search | Badan Pustaka Statistik (BPS) (n.d.). <https://www.bps.go.id/id>
- Search | Badan Pengawas Obat dan Makanan RI (BPOM RI). (n.d). <https://www.pom.go.id/>
- Search | Brand Skincare Terlaris di E-Commerce. (2022). <https://compas.co.id/article/brand-skincare-lokal-terlaris/>.
- Search | Databoks. (n.d.). <https://databoks.katadata.co.id/produkkonsumen/statistik/670f6c3aad1b1/tingkat-penjualan-produk-kecantikan-di-e-commerce-indonesia>.
- Search | Indeks Kepercayaan Industri (IKI). (n.d). <https://kemenperin.go.id/iki/>
- Search | Trends Popularitas Tahun 2019-2023. (n.d). <https://trends.google.co.id/trends/explore?date=now%201d&geo=ID&q=trends%20popularitas%20tahun%202019-2023&hl=id>.
- Search | ZAP Beauty Index 2024. (2024). https://zapclinic.com/files/ZAP_Beauty_Index_2024.pdf
- Search | Market Share Produk Skincare Tahun 2021-2023. (n.d). <https://markethac.id/>
- Sekaran, U., & Bougie, R. (2017). Metode Penelitian untuk Bisnis: Pendekatan Pengembangan-Keahlian, Edisi 6, Buku 1 & 2. Salemba Empat. Jakarta Selatan.