



# Han So Hee’s Influence as a Brand Ambassador: A Study on Somethinc’s Brand Image and Sales Growth

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Article Info	ABSTRACT
<p><b>Article history:</b>            Received May 22<sup>th</sup>, 2025            Revised June 27<sup>th</sup>, 2025            Accepted July 02<sup>th</sup>, 2025</p>	<p>In today’s digital era, brand communication strategies play a crucial role in establishing emotional connections with consumers. One widely adopted method is the use of public figures as brand ambassadors. This study aims to analyze the influence of Han So Hee as a brand ambassador on the brand image and product sales of Somethinc skincare. A descriptive quantitative method was applied, with data collected through a survey of 49 respondents selected via purposive sampling. A Likert-scale questionnaire was used, and data were analyzed through validity and reliability testing as well as linear regression. The findings indicate that Han So Hee significantly influences the brand image of Somethinc, particularly by conveying elegance, cleanliness, and a premium feel. Moreover, promotional campaigns featuring Han So Hee have increased consumer interest and are perceived to have contributed to higher product sales. The novelty of this research lies in its focus on an international celebrity's impact on a local Indonesian brand an area still underexplored. In conclusion, selecting a brand ambassador who aligns with brand values can enhance brand perception and support sales growth. It is recommended that Somethinc continue evaluating this strategy and integrate it with other marketing approaches to sustain brand loyalty and competitiveness in both local and global markets.</p>
<p><b>Keyword:</b>            Brand ambassador; brand image; consumer; sales; skincare</p>	<p>© 2025 The Authors. Published by Buana Pustaka International Publishers. This is an open access article under the CC BY license (<a href="https://creativecommons.org/licenses/by/4.0/">https://creativecommons.org/licenses/by/4.0/</a>)</p>

## INTRODUCTION

In the increasingly competitive era of modern marketing, brand communication strategies play an important role in shaping consumer perceptions and driving purchasing decisions. One strategy that is widely used by companies to increase brand appeal and expand the market is through the use of public figures or celebrities as brand ambassadors. This strategy is considered effective because celebrities have the ability to build a positive image and credibility that can influence consumer perceptions and behaviour (Faradhilah & Santoso, 2025). According to Pinem (2020), brand ambassadors are an important part of marketing because they can create an emotional connection between consumers and products through identification with widely known figures. This is in line with Sudarno's opinion (2020) which states that brand ambassadors are able to create a strong brand image and increase consumer loyalty to a product (Sa’adah & Mardhotillah, 2023; Santoso, et al., 2024).

Somethinc, as one of the rapidly growing local skincare brands in Indonesia, has utilized this strategy by collaborating with South Korean actress Han So Hee as a brand ambassador. Han So Hee is known as a public figure who has an elegant, clean, and natural image that is very much in line with the values carried by Somethinc. Han So Hee's presence in various Somethinc promotional campaigns is expected to be able to form a stronger brand image and increase purchasing interest among consumers, especially the younger generation who are the main target market for this product (Afiani et al., 2024; Dellarosa et al., 2025). Several previous studies have shown a significant influence of brand ambassadors on purchasing decisions and brand image. Nugroho and Vildayanti (2024) stated that brand ambassadors, brand image, and price perception simultaneously have a significant influence on the purchasing decisions of Shopee users (Syam & Santoso, 2025). This is reinforced by the findings

of Soka et al. (2025) which states that brand ambassadors play a role in increasing purchasing interest both directly and indirectly through the formation of brand image. Furthermore, Fatmawati and Fajriani (2020) also revealed that brand ambassadors have an important contribution in increasing purchasing interest and consumer loyalty, especially for skincare products.

In the context of the beauty industry, the presence of the right public figure as a brand ambassador is considered increasingly important along with the development of the K-beauty trend in Indonesia. Lee and Kim (2020) showed that celebrity endorsement in the beauty industry has a major impact on consumer brand image and purchase intention (Santoso, et al., 2024; Syam & Santoso, 2025). This strategy has been proven to be able to build positive associations between brands and product quality, as well as strengthen consumers' emotional closeness to the brand. However, the effectiveness of this strategy can vary depending on the suitability between the celebrity image and the brand value being carried out, as well as consumer response to the campaign being carried out (Santoso, et al., 2020). Therefore, it is important to further examine how Han So Hee's role as Somethinc's brand ambassador can influence two important aspects, namely brand image and product sales.

A brand ambassador is an individual chosen by a company to represent and promote a brand to a wider audience. They are usually public figures who have strong appeal, credibility, and social influence so that they can influence consumer perceptions and behavior towards products (Kotler & Keller, 2016). The effectiveness of a brand ambassador is influenced by the extent to which the figure is relevant to the brand's values and their ability to build emotional connections with the target audience (Pinem, 2020).

Brand image is a consumer's perception of a brand based on associations formed in their minds. These associations can be in the form of quality, reputation, visual symbols, and even personal experiences of consumers (Sudarno, 2020). A positive brand image can increase consumer trust and loyalty, and directly influence purchasing decisions (Lee & Kim, 2020).

Purchase intention is the tendency of consumers to respond to a product through purchasing actions after going through a consideration process (Sabella, Murdiyan, & Wulandari, 2022). Factors that influence purchase intention include product perception, promotion, and social influence (Purwati & Cahyanti, 2022; Putri & Santoso, (2024). Brand ambassadors who have an emotional closeness to consumers can be a stimulus that strengthens the intention to purchase.

Purchasing decisions are the end result of the consumer process in choosing and purchasing products, starting from recognizing needs to post-purchase evaluation (Nugroho & Vildayanti, 2024). A positive brand image and trust in brand ambassadors can strengthen consumer confidence and influence purchasing decisions (Andari, Irfansyah, & Gunawan, 2024; Hastuti & Santoso, 2025).

Integrated marketing communications is an approach that unites all of a company's communication channels to create a consistent and effective brand message (Pinem, et al., 2020). The use of brand ambassadors is one element of this strategy, which can create emotional closeness and increase the effectiveness of marketing messages (Pratama & Indrasari, 2021; Asnada, 2024).

This study is limited to the influence of Han So Hee as a brand ambassador on increasing the brand image and sales of Somethinc skincare products, so that the focus of the study is more focused and does not extend to other factors that can influence these variables. Based on this background, the problem formulation in this research is: (1) Han So Hee's role as a brand ambassador influences Somethinc's brand image, and (2) Han So Hee's role as a brand ambassador influences Somethinc's skincare product sales.

## RESEARCH METHODS

This study uses a descriptive quantitative research type that aims to systematically describe the influence of Han So Hee as a brand ambassador on the brand image and sales of Somethinc products using data that can be calculated and analyzed statistically (Santoso & Kasih, 2024; Santoso, 2025). The population in this study were consumers or customers of Somethinc skincare in the Indonesian market, especially those who had seen promotional campaigns with Han So Hee as a brand ambassador, with a population of 95 people. The sample in this study was taken using a purposive sampling technique, namely consumers who had seen Han So Hee's campaign and had purchased Somethinc products. Based on the calculation of the Slovin formula with an error rate of 10%, the number of samples used in this study was 49 respondents.

The data collection technique was carried out through a survey using a questionnaire distributed online (Santoso, et al., 2023). The questionnaire contains statements to measure consumer perceptions of brand image, purchasing interest, and the influence of Han So Hee as a brand ambassador using a Likert scale. In addition to primary data, secondary data was also collected from Somethinc sales reports before and after the Han So Hee campaign.

The independent variable in this study is Han So Hee's role as a brand ambassador, while the dependent variables include Somethinc's brand image, consumer purchasing interest, and product sales. For data testing, instrument validity and reliability tests were conducted, as well as normality tests to see the data distribution. The analysis techniques used were simple and multiple linear regression to measure the differences before and after the campaign. The results of data processing will be used to draw conclusions regarding the significant influence of brand ambassadors on the variables studied.

## RESULTS AND DISCUSSION

Data measurement was carried out using a Likert scale, which provides an overview of the extent to which respondents agree or disagree with statements related to the variables in this study. Each statement in the questionnaire is grouped based on its variables, namely the role of brand ambassadors, brand image, purchase interest, and increased sales. The following is a recapitulation of the data from the distribution of the questionnaire in the form of a Likert scale table for each research variable.

This section describes the results of data processing from 49 respondents who have filled out the research questionnaire. Each item in the questionnaire uses a Likert scale with five levels of answers, namely: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree. The data obtained were analyzed to determine the respondents' perceptions of each variable, namely the role of brand ambassadors (Han So Hee), brand image, purchase interest, and Somethinc product sales. The following is a recapitulation of the average scores for each variable based on the results of the questionnaire:

Table 1. Likert Scale Score Recapitulation Results

No.	Statement	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total Score	Average
1	Han So Hee as a brand ambassador makes me more confident in Somethinc.	20	21	6	2	0	207	4,22
2	Han So Hee's presence increases the positive image of Somethinc products.	18	23	5	3	0	205	4,18
3	I feel that Han So Hee fits the character of the Somethinc brand.	15	25	6	2	1	200	4,08
4	I am interested in buying Somethinc products after seeing Han So Hee as a brand ambassador.	16	22	7	3	1	196	4
5	Han So Hee's presence makes Somethinc products look more premium.	14	24	8	2	1	197	4,02

No.	Statement	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total Score	Average
6	I buy Somethinc products more often after the campaign with Han So Hee.	10	21	10	6	2	180	3,67
7	I am satisfied with Somethinc products after being promoted by Han So Hee.	12	20	9	5	3	179	3,65

Source: Data processed by SPSS Version 30 (2025)

Based on the recapitulation results of the Likert scale from 49 respondents, it can be concluded that Han So Hee as a brand ambassador has a significant influence on the brand image, purchase intention, and sales of Somethinc skincare products. Most respondents agreed with the statements in the questionnaire, especially those related to increasing trust in the product, the visual appeal of the campaign, and the positive impression caused by Han So Hee's presence. In the brand image indicator, statements such as "Han So Hee makes Somethinc look more qualified" and "Han So Hee improves Somethinc's reputation" received a high average score, indicating that this celebrity has succeeded in building a positive association with the brand. This strengthens the theory that a celebrity's public image can influence consumer perceptions of the products they represent. Meanwhile, in the purchase intention indicator, respondents tended to state that they felt encouraged to try Somethinc products because of Han So Hee's influence. Although not all respondents showed high purchase intention, the majority considered Han So Hee's presence to increase their interest in the product.

In terms of sales, the data shows that most respondents believe that Somethinc sales increased due to the campaign with Han So Hee. Although the influence does not directly make all respondents buy, the perception of increased sales remains dominant. Overall, the results of this interpretation indicate that the use of public figures such as Han So Hee as brand ambassadors can have a positive impact, especially in shaping brand image and arousing consumer purchasing interest. This finding is in line with several previous studies that emphasize that celebrity endorsements can strengthen brand identity and influence consumer behavior.

### Validity Test

The validity test used in this study is the construct validity test with the Pearson Product Moment correlation method. This test is conducted to determine the extent to which each statement item in the questionnaire is able to measure the intended construct or variable, namely the role of brand ambassadors, brand image, and consumer purchasing interest. This technique is used because the data obtained is on an interval scale and the number of respondents is sufficient, namely 49 people. The steps taken include calculating the correlation between the score of each item and the total score of its variables, then the results are compared with the r table value at a significance level of 5% and degrees of freedom (df) = 47, which is 0.284. If the calculated r value is greater than the r table and the significance value is below 0.05, then the item is declared valid. The results of the validity test show that all items in the questionnaire have a significant correlation, so they are suitable for use in the data analysis process of this study.

Table 2. Validity Test Results

No.	Statement	r <sub>calculate</sub>	r <sub>table</sub>	Remarks
1	Han So Hee makes Somethinc look more qualified.	0,721	0,284	Valid
2	Han So Hee enhances Somethinc's brand reputation.	0,693	0,284	Valid

No.	Statement	r <sub>calculate</sub>	r <sub>table</sub>	Remarks
3	Han So Hee is suitable as a representative of Somethinc's brand.	0,708	0,284	Valid
4	I am interested in buying Somethinc because of Han So Hee.	0,656	0,284	Valid
5	Han So Hee makes Somethinc's campaign more attractive.	0,677	0,284	Valid
6	I trust Somethinc's product quality because of Han So Hee.	0,702	0,284	Valid
7	Han So Hee's presence enhances the product's appeal.	0,689	0,284	Valid
8	Advertisements with Han So Hee encourage me to buy the product.	0,641	0,284	Valid
9	I trust Somethinc more because of Han So Hee.	0,695	0,284	Valid
10	Somethinc's sales increased because of Han So Hee's campaign.	0,714	0,284	Valid

Source: Data processed by SPSS Version 30 (2025)

Based on the validity test results shown in Table 2, all statement items in the questionnaire showed a calculated r value greater than the table r (0.284) at a significance level of 5% with 49 respondents. The calculated r value ranged from 0.641 to 0.721, indicating a strong correlation between each item and the total score of its variables. This means that each statement in the research instrument is significantly able to measure the intended construct, whether it is related to the perception of Han So Hee as a brand ambassador, Somethinc brand image, or consumer purchasing interest. Thus, all statement items are declared valid and can be used for further analysis in this study. The high validity of this instrument strengthens the reliability of the data obtained in describing Han So Hee's influence on Somethinc's brand image and product purchasing decisions.

### Reliability Test

Reliability testing is carried out to check whether the measuring instrument used, such as a questionnaire, can provide consistent results or not. In this study, the reliability test uses the Cronbach's Alpha method, which is usually used if the statement item uses a Likert scale. The Cronbach's Alpha value will later be compared with the minimum standard, usually 0.60 or 0.70 depending on the field of science. If the number is above that, it means that the questionnaire is considered reliable and stable. So, if Cronbach's Alpha is more than 0.70, it means that the measuring instrument has good consistency between the questions in it. This reliability test is very important so that the data collected can be truly relied on and does not change if used again in similar conditions. In essence, if the measuring instrument is reliable, the results of the research analysis will also be stronger and can be accounted for.

Table 3. Reliability Test Results

Variables	Number of Items	Cronbach's Alpha	Remarks
Han So Hee's Role as Brand Ambassador.	4	0,821	Reliable
Brand Image	3	0,794	Reliable
Purchase Interest	2	0,761	Reliable
Product Sales	1 (single indicator)	-	Not tested

Source: Data processed by SPSS Version 30 (2025)

Reliability testing is carried out to ensure that the instruments used in the study have consistency and stability in measuring a variable. In this study, the method used is Cronbach's Alpha, which is the most common technique for testing the reliability of instruments with a Likert scale. The Cronbach's Alpha value indicates the level of internal consistency of the question items in one variable. If the resulting value is more than 0.70, then the instrument is declared reliable, meaning that the data collected can be trusted and stable if used under the same conditions repeatedly (Pinem et al., 2020). In this context, the Cronbach's Alpha values of the brand ambassador role, brand image, and purchase interest variables are all above 0.70, indicating that the questionnaire instrument has good internal consistency and is suitable for use in the next analysis process.

### Normality Test

The normality test is the initial step in statistical data analysis that aims to determine whether the collected data follows a normal distribution or not. This test is important because many statistical techniques, such as linear regression or t-tests, require the data used to be normal. In other words, the normality test helps ensure that the analysis carried out is valid and reliable. In this study, the normality test was carried out on data from the brand ambassador, brand image, and purchase interest variables. If the data is normally distributed, then the measurement results from the questionnaire are considered reasonable and represent the general population. The most common way to test normality is to use the Kolmogorov-Smirnov or Shapiro-Wilk test. The significance value (Sig.) Of the test will indicate whether the data is normal or not. If the Sig. value is more than 0.05, then the data is considered normally distributed. However, if the Sig. value is less than 0.05, it means that the data deviates from the normal distribution. According to Sugiyono (2021), "the normality test is important in quantitative research to determine whether the collected data meets the assumptions of parametric statistics or not." In other words, before researchers proceed to the regression or correlation test stage, the results of the normality test determine the next analysis method.

Table 4. Normality Test Results

Variables	Number of Items	Cronbach's Alpha	Remarks
Brand Ambassador	49	0,200	Normal
Brand Image	49	0,187	Normal
Purchase Interest	49	0,153	Normal

Source: Data processed by SPSS Version 30 (2025)

Based on the results in the table above, all variables show a significance value (Sig.) greater than 0.05. This means that the data obtained from respondents in the category of Han So Hee's role as a brand ambassador, perception of brand image, and consumer purchasing interest are all normally distributed. This shows that the questionnaire data used can be analyzed using parametric statistical methods such as simple linear regression tests. As explained by Arikunto (2021), "normality tests are needed to ensure whether the measurement data from the survey instrument can be processed using statistical techniques based on the assumption of normality or not." Because all Sig. values are above the threshold of 0.05, it can be concluded that the data in this study are worthy of further analysis with advanced statistical procedures.

### Simple Linear Regression Test

Simple linear regression test is a statistical technique used to see how much influence one independent variable has on one dependent variable. In this study, this test is used to determine whether Han So Hee's role as a brand ambassador really influences brand image or consumer purchasing interest in Somethinc products. In simple terms, a simple linear regression test will form a straight line that explains the relationship between two variables. If the line goes up (positive coefficient), it means that the higher the assessment of Han So Hee as a brand ambassador, the higher the consumer perception of the brand or their desire to buy its products. Conversely, if the coefficient is negative, then the effect is in the opposite direction. This method is suitable for use in social and marketing research, including studies on the role of celebrities on consumer behavior. As explained by Pinem, Rahayu, & Sari (2020), "simple linear regression allows researchers to directly measure how much influence one factor has on

the results observed in a particular population quantitatively." In several previous studies, it has also been proven effective. For example, in a study by Nugroho and Vildayanti (2024), linear regression was used to analyze the influence of brand ambassadors and brand image on purchasing decisions. The results showed that these variables had a significant influence on consumer decisions. A similar finding was also found by Fatmawati and Fajriani (2020), who showed that the role of brand ambassadors can increase loyalty and purchase interest in skincare products. So, with the help of a simple linear regression test, researchers can ascertain whether Han So Hee's presence as a brand ambassador really has a real influence on Somethinc consumer perceptions and behavior, not just conjecture.

Table 5. Normality Test Results

Model	Unstandardized Coefficients	Std. Error	t	Sig.
(Constant)	12,456	1,872	6,653	0
Brand Ambassador (X)	0,658	0,094	7	0

Source: Data processed by SPSS Version 30 (2025)

Based on the results of the simple linear regression test above, a significance value (Sig.) of 0.000 was obtained, which means it is less than 0.05. This shows that Han So Hee's role as a brand ambassador has a significant effect on Somethinc's brand image. The regression coefficient of 0.658 indicates that every increase in positive perception of Han So Hee will increase the perception value of Somethinc's brand image by 0.658 units. The R-Square value of 0.512 shows that 51.2% of the variation in brand image can be explained by the brand ambassador variable (Han So Hee), while the remaining 48.8% is explained by other factors outside this model. What distinguishes this study from previous studies is its focus on one brand ambassador figure from South Korea, namely Han So Hee, who is used by local Indonesian products (Somethinc). Previously, studies such as by Pratama and Indrasari (2021) or Fatmawati and Fajriani (2020) only analyzed the general influence of local celebrities or brand ambassador variables on purchasing interest and loyalty. However, this study specifically measures the effectiveness of the image of foreign celebrities (Korean stars) on local products and provides empirical evidence that the use of international figures can form a strong brand image in the local market. With the results of this regression test, it can be concluded that Han So Hee as a brand ambassador contributes significantly to forming a positive image of the Somethinc brand in the minds of consumers. This strategy is effective and can be considered by other local brands that want to increase their appeal with a similar approach.

### Multiple Linear Regression Test

Multiple linear regression test is one of the statistical analysis techniques used to see the effect of two or more independent variables on one dependent variable. In the context of this study, the independent variables are Han So Hee's role as a brand ambassador ( $X_1$ ) and brand image ( $X_2$ ), while the dependent variable is consumer purchasing interest in Somethinc products (Y). By using multiple regression, researchers can find out not only the effect of each variable on purchasing interest, but also how the combination of the two works together. This is important because in the real world, consumer decisions are not only influenced by one factor, but by many interrelated things. According to Pinem (2020), multiple linear regression is an important technique in business research to see the simultaneous contribution of several factors to a particular outcome such as purchasing decisions or customer loyalty. That way, the results better describe the reality in the market.

Table 6. Regression Coefficients Test Results

Model	Unstandardized Coefficients	Std. Error	t	Sig.
(Constant)	5,241	1,02	5,138	0
Brand Ambassador ( $X_1$ )	0,432	0,092	4,696	0
Brand Image ( $X_2$ )	0,379	0,089	4,258	0

Source: Data processed by SPSS Version 30 (2025)

Table 7. Model Summary Results

<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>
0,743	0,552	0,538	2,117

Source: Data processed by SPSS Version 30 (2025)

Based on the table above, the R square value is 0.552 or 55.2%, meaning that the percentage contribution of the influence of the independent variable, namely Han So Hee's role as a brand ambassador on Somethinc's brand image, consumer purchasing interest, and product sales is 55.2%. This means that the percentage contribution of the influence of the independent variable, namely Han So Hee's role as a brand ambassador on Somethinc's brand image, consumer purchasing interest, and product sales on the dependent variable, namely Somethinc's brand image, consumer purchasing interest, and product sales is 55.2% or the variation of the independent variable is able to explain 55.2% of the variation of the dependent variable. While the remaining 44.8% is influenced or explained by other variables not included in this study.

Table 8. Anova

<b>Model</b>	<b>F</b>	<b>Sig.</b>
Regression	38,474	0

Source: Data processed by SPSS Version 30 (2025)

Based on the coefficient table above, it can be seen that the two independent variables of Han So Hee's role as a brand ambassador and brand image both have a significant influence on consumer purchasing interest, because the Sig. values of both are  $<0.05$ . The coefficients  $X_1$  of 0.432 and  $X_2$  of 0.379 indicate that the higher the perception of Han So Hee and the Somethinc image, the higher the consumer purchasing interest. The R Square value of 0.552 indicates that around 55.2% of the variation in purchasing interest can be explained by these two variables. The rest (44.8%) is explained by other factors not included in this model. The F value of 38.474 with Sig. 0.000 proves that this regression model is significant overall.

This study presents novelty because it combines the influence of South Korean celebrity brand ambassadors with local perceptions of Indonesian brands in one analysis model. If previous studies such as by Lee and Kim (2020) only studied Korean celebrities for Korean brands (K-beauty), and Nugroho & Vildayanti (2024) studied local brand ambassadors on local applications, then this study shows that the cross-cultural phenomenon in marketing (Korean stars for local brands) has a real impact on Indonesian consumer behavior. Using original data from respondents who had been exposed to Han So Hee's campaign for Somethinc, as well as SPSS version 30 analysis, this study strengthens the finding that the combination of brand image and strong ambassador figures are important weapons in the local skincare industry.

## CONCLUSION

Based on the results of this study, it can be concluded that Han So Hee's role as a brand ambassador has a positive effect on improving Somethinc's brand image. The presence of a public figure who has a character in line with the brand identity has been proven to form a stronger and more positive perception in the minds of consumers. In addition, Han So Hee's role also encourages increased sales of Somethinc skincare products, both directly through the visual appeal of the campaign and indirectly through increased consumer purchasing interest. This influence can be seen from the perception of respondents who show a high level of trust in product quality and an increased tendency to make purchases after seeing a campaign involving Han So Hee. This finding confirms that the right brand

ambassador strategy can make a significant contribution to building emotional relationships with consumers and driving product sales growth.

Based on these conclusions, it is recommended that Somethinc continue to maintain the use of brand ambassadors that are in line with brand values and target market preferences. The company should also expand the campaign strategy involving Han So Hee on various digital and offline platforms to strengthen the consistency of the brand image. In addition, periodic evaluation of the impact of brand ambassadors on sales and consumer loyalty is important to adjust marketing strategies adaptively. An integrated and data-driven approach will help companies optimize the role of brand ambassadors in the long term.

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