

THE PURCHASE DECISION IN VIEW OF BRAND EQUITY, HEALTHY LIFESTYLE, AND BRAND AMBASSADOR (Study on Lemonilo Noodle Consumers in Pasar Kliwon Surakarta Sub-district)

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Abstract: The objective of this investigation is to explain the impact of brand equity, healthy lifestyle, and brand ambassador on decisions of purchasing Lemonilo Noodles in Pasar Kliwon Surakarta Sub-district. This research applied quantitative descriptive approach. The subject of this investigation is Lemonilo Noodles Consumers in Pasar Kliwon Surakarta Sub-district within a period of 3 months with a sample of 100 respondents according to the 2014 Ferdinand formula. Non-probability sampling was utilized in this investigation and purposive sampling was used to determine the sample size. A Likert scale was used to collect data. Using the classical assumption test, multiple linear regression analysis models, the t-test, and the coefficient of determination. This study demonstrates that there is a positive and significant influence on brand equity, healthy lifestyle, and brand ambassador variables. The coefficient determination test yielded an Adjusted R Square value of 0,664 indicating that brand equity, healthy lifestyle, and brand ambassador variables influence the purchase decision of lemonilo noodles in Pasar Kliwon Surakarta Sub-district, while other variables explain the remainder.

Keywords: *Brand Equity, Healthy Lifestyle, Brand Ambassador, and Purchase Decision*

1. Introduction

One of the basic human needs is food. Every human being needs food to grow and sustain life. In the modern era, there are many technological developments that can be utilized in human life, one of which is food technology. Food science applied in the selection, processing, preservation, packaging, distribution, and utilization of safe and nutritious food is food technology. Technology development every year gets more sophisticated, and more and more human work is made easier with technology. Including the availability of various processed foods can be stored for a long time so that food will remain durable and practical presentation. One of the instant foods is instant noodles.

The high consumption of instant noodles in the community is reflected in the survey National Social Economy (Susenas) in 2020. The figure reaches 92% or about 248,7 million Indonesians who have consumed instant noodles (package unit around 80 gr). Various brands of instant noodles on the market make many choices of which brand to buy. But many consuming instant noodles can be harmful to the body. Preservative content, dyes, and so forth can threaten the health of consumers who often eat instant noodles.

The high consumption of instant noodles is an inspiration for the company to provide healthy noodle products at affordable prices. Even recently, healthy instant noodles have become

an alternative to enjoying noodle dishes while still paying attention to health. Healthy instant noodles are made without hazardous materials such as preservatives, dyes, and flavors. Noodle coloring produced also comes from the juice of vegetables. This healthy instant noodle product is expected to change people's lifestyles to be healthier.

Consumer purchasing decisions in buying goods and services of course vary depending on the type of purchase decision. In planning the company's marketing identifying customers, its targets, and decision process. Consumers perform various indicators in meeting and satisfying needs and want. There are five indicators in the purchasing decision process (Anam *et al*, 2022). The decision is determined based on the perception of consumers about the product. The purchase decision consists of several factors, such as: brand equity, lifestyle healthy, and brand ambassadors.

In purchasing decisions, brand equity is often one important factor that influences purchasing decisions. According to Lelet *et al*, 2022, a collection of brand assets and liabilities related to brands, names, and symbols that add or reduce the value of a company's or customer's goods or services is brand equity. Brand awareness, perceived quality, brand association, and loyalty branding are the four classifications of brand equity, so that brand presence can be measured externally. The thoughts, feelings, and actions of consumers regarding the brand towards the company reflect brand equity (Aryanti *et al*, 2021). Brand equity is a value factor associated with a brand owned by a company. Companies that own equity in a high brand are usually considered to have a good reputation in the eyes of consumers and are recognized as one of the best brands in the market.

Lemonilo noodle brand equity has continued to grow since it was first launched. Lemonilo noodle has an awareness of public health namely by creating healthy processed noodle products which can be consumed by society safely. Lemonilo noodles are also supported by the brand perception as the good one. The use of high-quality materials and a system of hygienic production ensures consumer satisfaction. Lemonilo Noodles innovate by releasing new flavor variants that are believed to be liked by consumers. Lemonilo noodles also have high consumer loyalty and are also the main choice for most people who want to enjoy noodles healthy instant with a delicious taste. Loyalty consumers high towards a brand will be more likely to choose that product compared to other brands of the same.

This brand equity variable is supported by previous research, namely according to (Suryani dan Batu, 2021) that partial brand equity positive and significant effect on smartphone purchasing decisions iPhone in the city of Bogor. In fact, according to research (Aryanti *et al*, 2021) states that brand equity has a positive and significant effect on purchasing decisions. But the results of these studies are different from previous research according to (Lelet *et al*, 2022) and (Anam *et al*, 2022) that brand equity has no significant effect on the decision to purchase.

The human lifestyle is constantly changing, including the current healthy lifestyle which is becoming a trend. With a healthy lifestyle and consuming healthy food, making consumers consider it more deeply carries out the purchasing decision making process. Sukmawati dan Ekasasi, 2020, Lifestyle can help marketers understand consumer value change and how lifestyle influence buying behavior. Noodles lemonilo offers healthy instant noodle products in which the ingredients use nonhazardous materials. It is supported by previous research, namely according to (Sukmawati dan Ekasasi, 2020), Lifestyle has a positive and significant effect on purchase decisions soyjoy products in Yogyakarta. According to (Rofiq dan Saputri, 2020), Lifestyle partially has an influence on purchasing decisions. Even according to research (Panjaitan H dan

Panjaitan F, 2020) Healthy lifestyle influences and can shape and improve purchasing decisions for consumers.

The brand ambassador is someone who has a passion for the brand, want to introduce it, and even voluntarily gives away information about brands (Lawu *et al*, 2021). There are brand ambassadors consumers will be influenced to buy a product. The current K-Pop trend makes several large companies in Indonesia compete for attracting several well known figures/grub to become brand ambassadors. An advertisement delivered by an interesting source will get great attention and is easy to remember. Brand ambassadors are likely to influence consumers to use the product offered through the image to be formed by a brand. This matter is supported by previous research according to (Lawu *et al*, 2021) that the brand ambassador has a significant influence and positive on purchasing decisions. According to (Kolinug *et al*, 2021), brand ambassador partially has a significant positive effect on the decision to purchase Revlon cosmetics for students at Sam Ratulangi University. And also according to (Lailiya, 2020), Brand Ambassadors have a positive influence and are significant to the purchase decision.

One of the healthy instant noodle products that have a strong market share from another healthy instant noodle in Indonesia is lemonilo noodle. Lemonilo is a processed food product in the form of healthy noodles made without preservatives and coloring, no MSG, and lower gluten. The green color of the noodles comes from the essence of spinach and the yellow noodles are made from turmeric so the nutritional content of this instant noodle is natural.

Based on the above, researchers are inquisitive about engaging in research with raised these variables as research objects. This research is done to obtain information on how brand equity, healthy lifestyle, and brand ambassadors can influence purchasing decisions in buying a product. As it is known that lemonilo noodles are products that already have brand equity, a healthy lifestyle, and brand well-known ambassadors. This makes lemonilo noodles an object of research. For that, we need research where the research will make the community in Pasar Kliwon Surakarta Sub-district a population.

The people of Pasar Kliwon Surakarta Sub-district were chosen because Pasar Kliwon Sub-district has the most densely populated population in Surakarta. Sub-district has a good business and economic center. The population level high is expected to influence someone in doing something action, including in making purchasing decisions. The amount minimarket selling lemonilo noodle products, as well as understanding and considering brand equity, healthy lifestyle, and brand ambassadors. Moreover, Lemonilo Noodle uses the tagline “KitaSehatKitaHebat”, this allows the public to be more aware there will be healthy instant products so that people will maintain their style more healthy life.

Therefore, this study wanted to find out whether these 3 things affect purchasing decisions so the title of the research taken is “The Purchase Decision In View Of Brand Equity, Healthy Lifestyle, and Brand Ambassador (Study on Lemonilo Noodle Consumers in Pasar Kliwon Surakarta Sub-district).

Formulation of the problem:

Based on the problem background, the researcher determines a main problem:

1. Does Brand Equity affect purchase decision in consumers of lemonilo noodles in Pasar Kliwon Surakarta Sub-district?
2. Does Healthy Lifestyle affect purchase decision in consumers of lemonilo noodles in Pasar Kliwon Surakarta Sub-district?

3. Does Brand Ambassador affect purchase decision in consumers of lemonilo noodles in Pasar Kliwon Surakarta Sub-district?

Literature Review

Purchase decision

As said by Buchari Alma (2016: 96), economics, finances, technologies, politics, culture, product, pricing, location, promotion, physical evidence, people, and processes are all elements that might impact customers' purchase decisions. Processing information and drawing conclusions about what products to buy is a consumer's attitude in deciding on a purchase. According to Kotler and Keller (2016: 194), states that consumer behavior about how one buys, uses, and how products, services, ideas, or experiences can gratify wants and needs is the meaning of purchasing decisions. According to (Amalia, 2019), purchase decisions are decisions that involve perceptions of quality, taste, and price.

From the statement above it can be concluded whether the purchase is a consumer purchase decision belongs to the consumer which is closely related to the nature of the consumer to shape the attitude of the consumer in drawing conclusions about what product to buy.

Brand Equity

According to Aaker David (2014: 8), Brand Equity is a collection of the assets related to a brand, its name, and its symbol that can increase or decrease the value of an item or service to service to a company customer. As per Kotler and Keller (2016: 324), Brand equity is making contributions to products and services. Think, feel, and act with a company's brand, price, market share, and brand profitability are reflections of brand equity. According to (Suryani dan Batu, 2021), brand equity is the strength-adding value of a product brand to bring the brand's presence closer to the consumers. According to (Lelet *et al*, 2022), a collection of assets related to the brand, name, and symbol can add or reduce the value of an item or service to a company customer.

From the statement of brand equity, it can be concluded that a set of assets related to the brand, name, and symbol where the benefits are actually the strength of the product brand to bring the brand presence closer to the minds of consumers and also reduce the value offered by good or services to the company's customers.

Healthy Lifestyle

According to Kotler and Keller (2012: 192), A lifestyle is a pattern of a person that can be explained from stated activities, interests, and opinions. According to Kotler and Amstrong (2016: 48), lifestyle is the pattern of a person's life and is represented by his psychological state. Where mentions that lifestyle captures something more than social class or one's personality. According to (Sukmawati dan Ekasasi, 2020), a healthy lifestyle is a lifestyle of people who develop following the changing times that refer to and move toward modernization. According to (Rofiq dan Saputri, 2020), Lifestyle is a person's way of living life according to a concept that is believed to originate from one's own characteristics and is formed over time in line with one's social interactions.

From the statement above it can be concluded that a healthy lifestyle is a pattern of a person's lifestyle by paying attention to certain factors which can influence buying behavior.

Brand Ambassador

According to (Lawu *et al*, 2021), A brand ambassador is someone who has the talent to show off and voluntarily provide information about a brand. According to (Dewi *et al*, 2020), brand ambassadors are people who help promote brands that come from well-known figures. According to Lea-Greenwood (2012: 76), Brand Ambassadors are tools companies use to communicate with the public and share how they drive sales.

From the statement above, it can be concluded that Brand Ambassadors are people or public figure who has a passion for influencing consumers to purchase or use products or services.

2. Research Method

The research design used in this research is descriptive quantitative. This study was carried out at consumer lemonilo noodles in Pasar Kliwon Surakarta Sub-district. This research was conducted for 3 months beginning in December 2022 and ending in February 2023. The population of this study was Lemonilo Noodles Consumers in Pasar Kliwon Surakarta Sub-district, which has an unlimited number. The research sample totaled 100 respondents using the unknown population formula according to Ferdinand (2014: 109). Non-Probability Sampling was utilized in this investigation, and purposive sampling was used to determine the sample size. This study employs classical assumption tests (normality test, multicollinearity test, and heteroscedasticity test), multiple linear regression tests, t-tests, and coefficient of determination test (R^2). IBM SPSS version 25 is used for processing.

3. Results and Discussion

3.1. Results

Classical Assumption Test

Normality Test

Table 1. Normality Test Results

Variable	Asymp. Sig. (2-tailed)	Limit	Information
Unstandardized Residuals	0,200	0,05	Normal Data

Source: Primary Data Processed, 2023

The output of Kolmogorov Smirnov test results with significance values of $0,200 > 0,05$. This shows that the overall data of respondents' statements regarding purchasing decisions have normal data.

Multicollinearity Test

Table 2. Multicollinearity Test Results

No	Variable	Tolerance	VIF	Information
1.	Brand Equity	0,334	2,990	Multicollinearity-Free
2.	Healthy Lifestyle	0,352	2,838	Multicollinearity-Free
3.	Brand Ambassador	0,673	1,485	Multicollinearity- Free

Source: Primary Data Processed, 2023

All independent variables in the multicollinearity test result show it has a Tolerance value of $> 0,10$ and a VIF value of < 10 . This shows that variables do not occur in multicollinearity, and regression models are feasible to use in conducting tests.

Heteroscedasticity Test

Table 3. Heteroscedasticity Test Results

No	Variable	<i>Sig.</i> (<i>P-value</i>)	Information
1.	Brand Equity	0,831	No Heteroscedasticity Occurs
2.	Healthy Lifestyle	0,488	No Heteroscedasticity Occurs
3.	Brand Ambassador	0,366	No Heteroscedasticity Occurs

Source: Primary Data Processed, 2023

In the calculation results of the heteroscedasticity test, the P-value is greater than 0,05 for each variable. The P-value of 0,831 on the brand equity variable indicates that there is no heteroscedasticity in that variable. Likewise, the healthy lifestyle variable has a P-value of 0,488, and the brand ambassador with a P-value of 0,366.

Multiple Linear Regression Test

Table 4. Multiple Linear Regression Test Results

Variable	<i>Unstandardized</i>	<i>Coefficient</i>
	<i>B</i>	<i>Std. Error</i>
(Constant)	-0,074	1,095
Brand Equity	0,255	0,055
Healthy Lifestyle	0,314	0,101
Brand Ambassador	0,147	0,072

Source: Primary Data Processed, 2023

The table above shows the following:

$$\alpha = -0,074$$

$$\beta_1 = 0,255$$

$$\beta_2 = 0,314$$

$$\beta_3 = 0,147$$

Then the following equation can be obtained:

$$Y = -0,074 + 0,255X_1 + 0,314X_2 + 0,147X_3 + e$$

- The constant value (α) of -0,074 this means that the value is used as a starting point or the value is used as a reference when there is no influence from the independent variables namely brand equity, healthy lifestyle, and brand ambassador. In this regression equation, the constant is -0,074.
- $\beta_1 = 0,255$ means that if the brand equity variable (X_1) increases by one unit the purchase decision increases by 0,255. So the brand equity variable contributes positively to the purchasing decision of lemonilo noodles in the Pasar Kliwon Sub-district, assuming the healthy lifestyle variable (X_2) and brand ambassador (X_3) are fixed.
- $\beta_2 = 0,314$ means that if the healthy lifestyle variable (X_2) increases by one unit the purchase decision increases by 0,314. Then the healthy lifestyle variable contributes positively to the purchasing decision of lemonilo noodles in the Pasar Kliwon Sub-district, assuming the variables of brand equity (X_1) and brand ambassador (X_3) are fixed.
- $\beta_3 = 0,147$ means that if the brand ambassador variable (X_3) increases by one unit the purchase decision increases by 0,147. Then the brand ambassador variable contributes positively to the purchasing decision of lemonilo noodles in the Pasar Kliwon Sub-district, assuming the variable brand equity (X_1) and healthy lifestyle (X_2) remains constant.

t-test

Table 5. t-test Results

Variable	t_{count}	t_{table}	Sig.	Information
Brand Equity	4,608	1,984	0,000	H ₀ rejected
Healthy Lifestyle	3,100	1,984	0,003	H ₀ rejected
Brand Ambassador	2,039	1,984	0,044	H ₀ rejected

Source: Primary Data Processed, 2023

- The result of the brand equity variable (X_1) shows t_{count} (4.608) > t_{table} (1.984) and t_{sig} (0.000) < α (0,05), then H₀ was rejected. Meaning that the brand equity variable (X_1) partially has a positive and significant effect on purchasing decisions for lemonilo noodles in Pasar Kliwon Surakarta Sub-district.
- The result of the healthy lifestyle variable (X_2) shows the value of t_{count} (3.100) > t_{table} (1.984) and t_{sig} (0.003 < α (0,05), then H₀ was rejected. Meaning that the healthy lifestyle variable (X_2) partially has a positive and significant effect on the purchasing decision of lemonilo noodles in Pasar Kliwon Surakarta Sub-district.
- The result of the brand ambassador variable test shows the value of t_{count} (2.039) > t_{table} (1.984) and t_{sig} (0.044) < α (0,05), then H₀ was rejected. Meaning that the brand ambassador variable (X_3) partially has a positive and significant effect on purchasing decisions for lemonilo noodles in Pasar Kliwon Surakarta Sub-district.

Coefficient Determination Test (R^2)

Table 6. Coefficient Determination Test (R^2)

R	R Square	Adjusted R Square
.821 ^a	.675	.664

Source: Primary Data Processed, 2023

The result of the Adjusted R Square value in the coefficient of determination test (R^2) is 0.664. This indicates that 66,4% of lemonilo noodles lemonilo noodle purchase decision in Pasar Kliwon Surakarta Sub-district were influenced by brand equity, healthy lifestyle, and brand ambassador variables, while the remaining 33,6% is described by other variables outside the model.

3.2. Discussion

The Effect of Brand Equity on Purchase Decision on Lemonilo Noodles in Pasar Kliwon Surakarta Sub-district

The result above, it shows the value of t_{count} > t_{table} (4.608 > 1.984) and t_{sig} (0.000) < α (0,05) means brand equity variable partially positive and significant effect on the decision to purchase of lemonilo noodles in Pasar Kliwon Surakarta Sub-district. The results of this study are in line with previous studies namely according to (Suryani dan Batu, 2021) that brand equity is a partially positive and significant effect on purchasing decisions iPhone smartphones in Bogor City. In fact, according to research (Aryanti *et al*, 2021) states that brand equity has a positive effect and is significant to purchase decisions.

The Effect of Healthy Lifestyle on Purchase Decision on Lemonilo Noodles in Pasar Kliwon Surakarta Sub-district

Based on the test results above, it shows the value of $t_{count} > t_{table}$ ($3.100 > 1.984$) and t_{sig} ($0.003 < \alpha$ ($0,05$)) means the lifestyle variable partially healthy has a positive and significant effect on purchase decision for lemonilo noodles in Pasar Kliwon Surakarta Sub-district. The result of this study is in line with previous research, namely according to (Sukmawati dan Ekasasi, 2020) that lifestyle has a positive effect and significantly to the purchase decision of soyjoy products in Yogyakarta. According to (Rofiq dan Saputri, 2020), Lifestyle partially owned influence on purchasing decisions. In fact, according to research (Panjaitan H dan Panjaitan F, 2020) a healthy lifestyle influences and shape and improve consumer purchasing decisions.

The Effect of Brand Ambassador on Purchase Decision on Lemonilo Noodles in Pasar Kliwon Surakarta Sub-district

Based on the test results above, it shows the value of $t_{count} > t_{table}$ ($2.039 > 1.984$) and t_{sig} ($0,044 < \alpha$ ($0,05$)) means brand ambassador variable partially has a positive and significant effect on purchasing decisions for lemonilo noodles in Pasar Kliwon Surakarta Sub-district. The results of this study are in line with previous studies namely according to (Kolinug *et al*, 2021), (Lawu *et al*, 2021), and Lailiya, 2020 shows that brand ambassadors also have a significant influence on purchasing decisions.

4. Conclusion

On the basis of the results of the analysis and discussion in this study, the following conclusions can be drawn:

- a. Brand Equity has a positive and significant effect on purchase decision of lemonilo noodles in Pasar Kliwon Surakarta Sub-district.
- b. Healthy Lifestyle has a positive and significant effect on purchase decision of lemonilo noodles in Pasar Kliwon Surakarta Sub-district.
- c. Brand Ambassadors have a positive and significant effect on purchase decision of lemonilo noodles in Pasar Kliwon Surakarta Sub-district.
- d. Test Results of the Adjusted R Square value in the Coefficient of Determination Test (R^2) is 0,664. This indicates that 66,4% of lemonilo noodles purchase decisions in Pasar Kliwon Surakarta Sub-district were influenced by brand equity, healthy lifestyle, and brand ambassadors, while the remaining 33,6% is described by other variables outside the model.

Suggestions

The researchers provide suggestions as follows:

- a. For the Company
 - 1) Brand Equity Variable
Purchasing decisions that are influenced by brand equity variables get a good response from consumers, but how much better improved like:
 - a) Maintain product quality so that it is more in demand by consumers like : maintained the taste of noodles so that noodles have tastes still delicious and is suitable for the taste of consumers.
 - 2) Healthy Lifestyle Variable
Healthy Lifestyle makes a big contribution to purchase decision. Healthy lifestyle towards buying lemonilo noodles must be maintained. Companies must maintain products by always innovating creating products healthy product.
 - 3) Brand Ambassador Variable

The brand ambassador variable give the lowest contribution, but it would be better if improved like so:

- a) Increasing promotional activities gradually to cities that are in Indonesia so consumers can get to know the brand better ambassador of lemonilo noodle product. Although the majority of respondents agreed and even strongly agreed with the brand ambassador's statement " I know the brand ambassador of lemonilo noodle products" in the questionnaire statement brand ambassador variable.
- b) The company always uses brand ambassadors as one of the marketing strategies with figures who have an image well, high popularity so that more trust is created consumers of lemonilo noodle products.

b. For Researchers

For further research it is hoped that it can be used as reference material in conducting research related to other variables outside brand equity, healthy lifestyle, and brand ambassador variables been investigated in order to produce more varied research which of course can affect the purchase decision.

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