

The Effect of Brand Ambassador and Brand Trust on Purchase Decision on Indomilk UHT Milk Products

Sabiya Nazneen ¹, Rahmi Utami ², Ardiansyah ³

^{1,2,3} Politeknik Tempo, Jakarta, Indonesia

Corresponding Author: Rahmi Utami, E-mail: rahmiutami@politekniktempo.ac.id

Article Info

Article history:

Received 20/06/2025

Accepted 14/07/2025

Keywords:

Brand Ambassador, Brand Trust, Purchase Decision, Indomilk

ABSTRACT

Competition in the food and beverage industry in Indonesia encourages companies to adopt creative and effective marketing strategies. One approach that is widely used is the use of brand ambassadors, especially public figures who have a strong fan base, such as members of K-Pop boy bands. This study aims to analyse the influence of brand ambassadors and brand trust on the purchase decision of Indomilk UHT milk products, with S.Coups, Wonwoo, and Vernon from Seventeen as brand ambassador representations. The research method used is quantitative with a survey approach. Data were collected through distributing questionnaires to 154 respondents who met the criteria, then analysed using multiple linear regression and partial correlation. The results showed that brand ambassadors and brand trust have a significant effect on purchase decisions, but brand trust is the most dominant variable. Although respondents' perceptions of brand ambassadors are very positive, their influence on purchase actions is still lower than brand trust. This finding suggests that in the context of Indomilk marketing, building brand trust is a more strategic factor in driving consumer purchase decisions.



©2025 Authors. Published by PT. Great Performance Consulting. This work is licensed under a Creative Commons Attribution-NonCommercial 4.0 International License. (<https://creativecommons.org/licenses/by-nc/4.0/>)

INTRODUCTION

The food and beverage industry in Indonesia continues to experience significant growth in line with increasing public demand for nutritious products, including UHT liquid milk. One of the biggest challenges in this industry is the high level of competition between brands, which drives companies to develop innovative and targeted marketing strategies. One strategy that is widely used is the use of public figures or brand ambassadors to shape perceptions and influence consumer purchasing decisions. In this context, Indomilk, one of Indonesia's leading UHT milk brands, has appointed three members of the South Korean boy band SEVENTEEN S.Coups, Wonwoo, and Vernon as brand ambassadors for its Korean Authentic Flavour variant.

The objective of this study is to analyse the extent to which brand ambassadors and brand trust influence purchasing decisions for Indomilk UHT milk products. Using a quantitative approach through a survey of consumers who have consumed the product, this study aims to provide empirical insights into the effectiveness of celebrity-based marketing strategies within the context of Korean culture (Korean wave) in Indonesia.

This study contributes theoretically by enriching the study of the influence of brand ambassadors and brand trust on consumer behaviour, particularly in the dairy product sector. Practically, the results of this study are expected to serve as a basis for strategic considerations for companies in determining the direction of marketing communication and strengthening brand trust more effectively. In addition, this study also provides insight to marketers regarding the importance of selecting public figures who are in line with brand values and image.

According to Qurbawati et al. (2024) and Ghadani et al. (2022), brand ambassadors play a role in increasing brand awareness and purchase intention. Meanwhile, referring to Agustina et al. (2023) and Muchtar et al. (2024), brand trust has been proven to be an important determinant in creating consumer loyalty and sustainable purchasing decisions. However, there is still a research gap that

specifically discusses how the two influence each other in the context of dairy products with a Korean wave-based celebrity endorsement approach in Indonesia.

The novelty of this study lies in its research object, which combines the contemporary marketing phenomenon of utilising K-Pop idols as brand ambassadors with direct measurements of brand trust and its impact on purchase decisions for mass-market products such as UHT milk. There have been few studies exploring the effects of K-Pop celebrities on local dairy products, particularly Indomilk, making the findings of this study relevant both academically and practically.

LITERATURE REVIEW

Brand Ambassador

A brand ambassador is an individual who collaborates with a company to build relationships with the public and promote products or services. This role has become increasingly important as market competition intensifies and consumer preferences become more complex, now heavily influenced by the popularity of public figures, including celebrities and social media influencers. According to Ghadani et al. (2022), brand ambassadors are responsible for interacting and building relationships with the public, as well as communicating how they can effectively increase sales. Based on Aulia (2024), brand ambassadors have five dimensions: transference, congruence, credibility, attraction, and power. Research by Langi et al. (2022) identified three main indicators in measuring perceptions of brand ambassadors, namely trustworthiness, familiarity, and expertise. Consumers tend to respond positively to advertisements involving figures they know and trust, especially if those figures have an image that aligns with the values of the advertised product.

Brand Trust

Brand trust is the extent to which consumers are willing to rely on a brand's ability to fulfil its function in accordance with its promises. This trust is formed from perceptions of reliability based on consumer experiences, consistent interactions, and the ability of external parties to fulfil their commitments. According to Pasaribu & Siregar (2022), brand trust refers to the perception of reliability from the consumer's perspective, which is based on their experiences or a series of transactions and interactions that consistently meet expectations regarding product performance and satisfaction. Referring to Shelly (2022), brand trust is identified as having four indicators, namely brand credibility, brand competence, brand goodness, and brand reputation. These four indicators reflect consumers' perceptions of brand integrity, ability to meet needs, social contribution, and consistency of brand quality in the market. The higher the trust in the brand, the greater the likelihood of consumers making a purchase.

Purchase Decision

Purchase decision is the decision-making process carried out by consumers, starting from the recognition of needs to the actual purchase of a product or service. According to Mardiana & Sijabat (2022), purchase decision is a problem-solving process carried out by individuals by selecting the most appropriate alternative action in making a purchase, starting from the initial step in the decision-making process. Winasis et al. (2022) identify four main indicators in the purchase decision: suitability to needs, benefits, purchase accuracy, and repeat purchases. Purchase decisions are not only influenced by the product itself but also by external factors such as brand communication, public figures, and consumer trust in the brand.

Framework of Thinking

Referring to the theoretical basis described above, the research model in this study is formulated as follows:

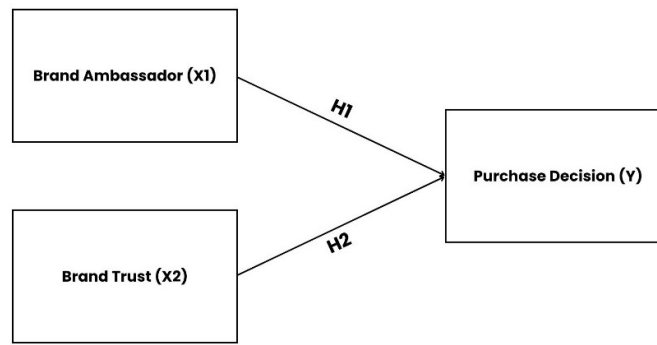


Figure 1. Research Model

RESEARCH METHODS

This study uses a quantitative approach with a survey method as the main data collection technique. The instrument used is a closed questionnaire designed based on the research variables, namely brand ambassador, brand trust, and purchase decision, and refers to relevant theories and previous studies. The respondents in this study numbered 154 individuals, selected using non-probability sampling with a purposive sampling method. The criteria for respondents included individuals who had consumed Indomilk UHT milk products in the past year and were familiar with information about the boy band SEVENTEEN, which is associated with Indomilk. The questionnaire was distributed online via the Google Forms platform. The collected data were analysed using IBM SPSS version 27, employing analytical techniques such as validity tests, reliability tests, multiple linear regression tests, partial correlation tests, and classical assumption tests (normality, multicollinearity, heteroskedasticity, and autocorrelation).

RESULTS AND DISCUSSION

Validity Test

Validity testing is a crucial step to ensure that the questions in the questionnaire actually measure what they are supposed to measure. A question is considered valid if its p-value is below the significance threshold of 0.1, which means that the question accurately represents the intended construct.

Table 1. Results of Brand Ambassador Variable Validity Test (X1)

Variable	Indicators	SPSS Validity Test Results	Significance Standard	Description
<i>Brand Ambassador (X1)</i>	X1.1	0,000	< 0,1	Valid
	X1.2	0,000	< 0,1	Valid
	X1.3	0,000	< 0,1	Valid
	X1.4	0,000	< 0,1	Valid
	X1.5	0,000	< 0,1	Valid
	X1.6	0,000	< 0,1	Valid
	X1.7	0,000	< 0,1	Valid
	X1.8	0,000	< 0,1	Valid
	X1.9	0,000	< 0,1	Valid

Source: Processed primary data (2025)

The data processing results show that all indicators in the Brand Ambassador variable (X1), from X1.1 to X1.9, have a significance value of 0.000. This confirms that all indicators are valid.

Table 2. Results of Brand Trust Variable Validity Test (X2)

Variable	Indicators	SPSS Validity Test Results	Significance Standard	Description
<i>Brand Trust (X2)</i>	X2.1	0,000	< 0,1	Valid
	X2.2	0,000	< 0,1	Valid

Variable	Indicators	SPSS Validity Test Results	Significance Standard	Description
	X2.3	0,000	< 0,1	Valid
	X2.4	0,000	< 0,1	Valid
	X2.5	0,000	< 0,1	Valid
	X2.6	0,000	< 0,1	Valid
	X2.7	0,000	< 0,1	Valid
	X2.8	0,000	< 0,1	Valid
	X2.9	0,000	< 0,1	Valid
	X2.10	0,000	< 0,1	Valid
	X2.11	0,000	< 0,1	Valid
	X2.12	0,005	< 0,1	Valid

Source: Processed primary data (2025)

For the Brand Trust variable (X2), the validity test results show that all indicators, from X2.1 to X2.12, have significance values below 0.1. Although indicator X2.12 has a significance value of 0.005, this figure still meets the validity criteria, so all indicators in the Brand Trust variable (X2) are declared valid.

Table 3. Results of the Validity Test of Purchase Decision Variables (Y)

Variable	Indicator	SPSS Validity Test Results	Significance Standard	Description
<i>Purchase decision (Y)</i>	Y.1	0,000	< 0,1	Valid
	Y.2	0,000	< 0,1	Valid
	Y.3	0,000	< 0,1	Valid
	Y.4	0,000	< 0,1	Valid
	Y.5	0,000	< 0,1	Valid
	Y.6	0,000	< 0,1	Valid
	Y.7	0,000	< 0,1	Valid
	Y.8	0,000	< 0,1	Valid
	Y.9	0,003	< 0,1	Valid
	Y.10	0,000	< 0,1	Valid
	Y.11	0,000	< 0,1	Valid
	Y.12	0,000	< 0,1	Valid

Source: Processed primary data (2025)

Similar to the previous variables, purchase decision (Y) also shows consistent results. All indicators, from Y.1 to Y.12, have significance values below 0.1. The majority of indicators show a value of 0.000, while one indicator (Y.9) has a value of 0.003. Thus, all indicators in the purchase decision (Y) variable are also declared valid.

Reliability Test

The purpose of reliability testing is to ensure that the questionnaire used in the study is consistent and reliable in measuring variables. A variable is considered reliable if its Cronbach's alpha value is greater than 0.60.

Table 4. Results of Reliability Testing for Variables X1, X2, Y

Variable	SPSS Reliability Test Results	Cronbach's Alpha Value	Description
<i>Brand Ambassador (X1)</i>	0,886	> 0,60	Reliabel
<i>Brand Trust (X2)</i>	0,833	> 0,60	Reliabel
<i>Purchase decision (Y)</i>	0,924	> 0,60	Reliabel

Source: Processed primary data (2025)

The reliability test results using SPSS indicate that all research instruments are reliable, as the Cronbach's Alpha values for Brand Ambassador (0.886), Brand Trust (0.833), and Purchase Decision (0.924) exceed the minimum threshold of 0.60.

Classical Assumption Test Results

Classical assumption tests are used to evaluate whether the multiple linear regression model is appropriate for use. The tests performed include normality tests, multicollinearity tests, and heteroscedasticity tests.

Normality Test

The normality test aims to verify whether the sample data has a distribution that approximates the normal distribution of the population, where the data is considered normal if the significance value is greater than 0.1.

**Table 5. SPSS Normality Test Results
 One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual	
N		154	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	7.02349007	
Most Extreme Differences	Absolute	.047	
	Positive	.047	
	Negative	-.047	
Test Statistic		.047	
Asymp. Sig. (2-tailed) ^c		.200 ^d	
Monte Carlo Sig. (2-tailed) ^c	Sig.	.551	
	99% Confidence Interval	Lower Bound	.538
		Upper Bound	.563

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Source: Processed primary data (2025)

Based on the normality test using the One-Sample Kolmogorov-Smirnov Test on 154 samples, the Asymp. Sig. (2-tailed) value was 0.200 and the Monte Carlo Sig. (2-tailed) value was 0.551, both of which were greater than 0.1. Therefore, it can be concluded that the residual data is normally distributed and the normality assumption in this study is fulfilled.

Multicollinearity Test

Multicollinearity testing is performed to detect strong relationships between independent variables in a regression model. A model is considered free of multicollinearity if the tolerance value is greater than 0.10 and the Variance Inflation Factor (VIF) value is less than 10.

**Table 6. SPSS Multicollinearity Test Results
 Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	26.112	5.290		4.936	.000		
	X1	-.234	.124	-.178	-1.883	.062	.633	1.579
	X2	.615	.128	.456	4.815	.000	.633	1.579

a. Dependent Variable: Y

Source: Processed primary data (2025)

The results of the multicollinearity test show that the tolerance values of variables X1 and X2 are 0.633 (greater than 0.10) and their VIF values are 1.579 (less than 10), so it can be concluded that there is no multicollinearity between the independent variables in this regression model.

Heteroscedasticity Test

A heteroscedasticity test is conducted to evaluate whether the residual variance in the regression model is constant, in order to satisfy the assumption of homoscedasticity. The model is said to be free

of heteroscedasticity if the p-value is greater than 0.1, while a p-value below 0.1 indicates a problem with heteroscedasticity.

Table 7. SPSS Heteroscedasticity Test Results Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.213	2.665		1.206	.230
X1	-.042	.057	-.071	-.745	.457
X2	.054	.059	.088	.923	.357

a. Dependent Variable: ABS

Source: Processed primary data (2025)

Based on the results of the heteroscedasticity test, a significance value of 0.457 was obtained for X1 and 0.357 for X2, both of which exceeded the limit of 0.1. Therefore, it can be concluded that the regression model did not experience heteroscedasticity and the residuals were evenly distributed, fulfilling the assumption of homoscedasticity and supporting the reliability of the regression results.

Autocorrelation Test

An autocorrelation test is conducted to determine whether there is a relationship between the residuals in a given period and the residuals in the previous period in a linear regression model. Conclusions are drawn based on the criterion that if the value of $d_U < DW < 4-d_U$, then the model is declared free of autocorrelation.

Table 8. SPSS Autocorrelation Test Results Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.376 ^a	.141	.130	7.06985	2.073

a. Predictors: (Constant), Brand Trust, Brand Ambassador

b. Dependent Variable: *Purchase decision*

Source: Processed primary data (2025)

Based on the autocorrelation test results listed, a Durbin-Watson value of 2.073 was obtained. This value indicates that the regression model is free from autocorrelation problems. This conclusion was drawn by referring to the following decision-making criteria:

$n=154$

$DW=2.073$

$d_U=1.7629$

$4-d_U=4-1.7629=2.2371$

Therefore, $d_U < DW < 4-d_U = 1.7629 < 2.073 < 2.2371$

Since the DW value falls between d_U and $4-d_U$ ($1.7629 < 2.073 < 2.2371$), it can be concluded that there is no autocorrelation in the model.

Multiple Linear Regression Analysis

Multiple linear regression is applied to measure the ability of independent variables to explain changes in dependent variables.

Table 9.
Results of Multiple Linear Regression Analysis using SPSS
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	26.112	5.290		4.936	.000
Brand Ambassador	-.234	.124	-.178	-1.883	.062
Brand Trust	.615	.128	.456	4.815	.000

a. Dependent Variable: *Purchase decision*
 Source: Processed primary data (2025)

The multiple linear regression equation produced in this study is as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2$$

$$Y = 26,112 - 0,234X_1 + 0,615X_2$$

Based on the multiple linear regression equation above, it can be explained as follows.

1. The constant (β_0) of 26.112 indicates that if the Brand Ambassador and Brand Trust variables are considered constant (unchanged), then the Purchase decision value is 26.112.
2. The coefficient of the Brand Ambassador variable ($\beta_1 X_1$) is -0.234, meaning that every one-unit increase in the independent variable Brand Ambassador will decrease the dependent variable Purchase decision by 0.234, assuming the independent variable Brand Trust is zero.
3. The coefficient of the Brand Trust variable ($\beta_2 X_2$) is 0.615, which means that every one-unit increase in the independent variable Brand Trust will increase the dependent variable Purchase decision by 0.615, assuming the independent variable Brand Ambassador is zero.

Hypothesis Testing

Coefficient of Determination (R Square)

The coefficient of determination serves as a measure that shows the extent to which changes in the dependent variable can be explained by variations in the independent variable in a regression model.

Table 10. SPSS Determination Coefficient Results
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.376 ^a	.141	.130	7.06985

a. Predictors: (Constant), Brand Trust, Brand Ambassador
 Source: Processed primary data (2025)

Based on the table above, the R Square value of 0.141 indicates that the independent variables Brand Trust and Brand Ambassador together explain 14.1% of the variation in the dependent variable Purchase Decision. Meanwhile, the remaining 85.9% is influenced by other factors outside the model used in this study.

T-test

The partial T-test is used to assess the extent to which each independent variable contributes to influencing or explaining changes in the dependent variable.

Table 11. SPSS T-test results
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	26.112	5.290		4.936	.000

Brand Ambassador	-.234	.124	-.178	-1.883	.062
Brand Trust	.615	.128	.456	4.815	.000

a. Dependent Variable: *Purchase decision*

Source: Processed primary data (2025)

Based on the partial test results in the table above, the following results were obtained.

1. Based on the analysis results, the Brand Ambassador variable has a t-value of -1.883 with a significance value of 0.062 (< 0.01). This indicates that hypothesis H_1 is accepted, meaning that Brand Ambassador has a significant partial effect on the purchase decision of Indomilk UHT milk products.
2. Meanwhile, the Brand Trust variable shows a t-value of 4.815 and a significance level of 0.000 (< 0.1), which means that hypothesis H_2 is accepted. Thus, Brand Trust has a positive and significant partial effect on the purchase decision for Indomilk UHT milk products.

Data Analysis / Discussion

Based on the results of research on “The Influence of Brand Ambassadors and Brand Trust on Purchase Decisions for Indomilk UHT Milk Products”, the following results were obtained:

Hypothesis 1

The hypothesis test shows that the Brand Ambassador variable obtained a t-value of -1.883 with a significance level of 0.062. Since the significance value is below the 0.1 threshold, the proposed hypothesis can be accepted. The findings in this study are in line with the results of a study conducted by Amalia and Riva'i (2022), which revealed that the presence of brand ambassadors contributes positively to purchase decisions. The study shows that brand ambassadors play a role in influencing and encouraging consumers to make purchasing decisions for a product.

Hypothesis 2

The calculated t value of 4.815 and significance of 0.000, which is below the 0.1 limit, indicates that the effect is significant at the 90% confidence level. This indicates that the higher the level of consumer trust in the Indomilk brand, the greater their tendency to make purchases. The results of this study are in line with a study conducted by Aditria et al. (2023), which found that brand trust has a positive influence on consumer purchase decisions. In this study, it is explained that consumer trust in a brand is one of the main factors that encourage them to make a purchase decision.

CONCLUSION

Based on the results of data analysis and discussion that has been carried out in this study, the following conclusions are obtained:

1. Brand Ambassador has a significant effect on the purchase decision of Indomilk products. This is evidenced by the significance value of 0.062 (< 0.1), so that the influence given is significant at the 90% confidence level.
2. Brand Trust has a significant effect on the purchase decision of Indomilk products. The significance value of 0.000 (< 0.1) indicates that this variable has a positive and significant influence on purchase decisions.

REFERENCES

- Aditria, D., Digdowiseiso, K., & Nurwulandari, A. (2023). Pengaruh Brand Image, E-wom dan Brand Trust Terhadap *Purchase decision* Melalui Minat Beli Sebagai Variabel Mediasi di Hits Burger Antasari Jakarta Selatan. *Technomedia Journal (TMJ)*, 8(1).
- Agustina, R., Hinggo, H. T., & Zaki, H. (2023). Pengaruh Brand Ambassador, E-Wom, Dan Brand Trust Terhadap *Purchase Decision* Produk Erigo. *Jurnal Ilmiah Mahasiswa Merdeka EMBA*, 2(1).
- Akbar, R., Sukmawati, U. S., & Katsirin, K. (2023). Analisis Data Penelitian Kuantitatif. *Jurnal Pelita Nusantara: Kajian Ilmu Sosial Multidisiplin*, 1(3), 430–448. <https://doi.org/10.59996/jurnalpelitanusantara.v1i3.350>

- Alfiani, F., & Syamsir, N. I. (2023). Pengaruh Citra Merek Dan Kualitas Produk Terhadap *Purchase Decision* Pada Pengguna Produk Wardah Exclusive Matte Lipcream Di Perumahan Puri Permai 2 Kabupaten Tangerang - Banten. *Jurnal Penelitian, Pengembangan Ilmu Manajemen Dan Akuntansi*, 27, 3428–3457.
- Ali, M. M., Hariyati, T., Pratiwi, M. Y., & Afifah, S. (2022). Metodologi Penelitian Kuantitatif Dan Penerapan Nya Dalam Penelitian. *Education Journal*, 2(2).
- Amalia, W. T., & Riva'i, A. R. (2022). Pengaruh Brand Ambassador, Brand Image, Dan Word Of Mouth Terhadap *Purchase Decision* Mie Instan Pada Remaja. *Jurnal Ilmu Manajemen*, 10(4).
- Andi, D. (2024, May 25). *Kemenperin Terus Pacu Pengembangan Industri Pengolahan Susu*. Kontan.Co.Id. <https://industri.kontan.co.id/news/kemenperin-terus-pacu-pengembangan-industri-pengolahan-susu>
- Aulia, A. (2024). *Pengaruh Brand Ambassador, Brand Personality, Dan Korean Wave Terhadap Purchase Decision Produk Smartphone Samsung Pada Komunitas Army Di Kota Medan*. Universitas Medan Area.
- Darwel, Syamsul, M., Ramlan, P., Samad, M. A., Syakurah, R. A., Ngkolu, N. W., Lestari, P. P., & Rahmawati. (2022). *Statistik Kesehatan Teori Dan Aplikasi*. www.globaleksekutifteknologi.co.id
- Diyanti, J., & Edastama, P. (2022). Pengaruh BTS Sebagai Brand Ambassador Dan Brand Image Melalui Kepercayaan Konsumen Terhadap *Purchase Decision* Produk Di Tokopedia. *Journal of Advances in Digital Business and Entrepreneurship*, 01(02). <https://intropublica.org/index.php/jadbe>
- Dwi Putra, H., Lubis, R., Asir, M., Azis Muthalib, D., & Abdul Anwar, M. (2023). *Literature Review: Peran Brand Ambassador Terhadap Purchase Decision Melalui Minat Beli* (Vol. 31, Issue 1).
- Faradilla, M. A., & Andarini, S. (2022). Pengaruh Brand Ambassador Terhadap Minat Beli Produk Maybelline New York Melalui Sikap pada Iklan Sebagai Variabel Mediasi. *Jurnal Administrasi Bisnis (JAB)*, 12(1). www.fda.gov, 2016
- Febryaningrum, V., Vega Buana, A., Rohman, A. F., Rochmah, A. N., Soraya, A., & Suparta, I. M. (2024). Penggunaan Analisis Structural Equation Modelling (SEM) Dengan PLS Untuk Menguji Pengaruh Variabel Intervening Terhadap Hubungan Variabel Independen Dan Variabel Dependen. *Jurnal Ekonomi Manajemen Dan Bisnis*, 1(6), 258–266. <https://doi.org/10.62017/jemb>
- Firmansyah, D., & Dede. (2022). Teknik Pengambilan Sampel Umum dalam Metodologi Penelitian: Literature Review. *Jurnal Ilmiah Pendidikan Holistik (JIPH)*, 1(2), 85–114. <https://doi.org/10.55927>
- Ghadani, A., Muhar, A. M., & Sari, A. I. (2022a). Pengaruh brand ambassador dan brand image terhadap *purchase decision* di shopee dengan mediasi brand awareness. *Insight Management Journal*, 2(3), 110–118. <https://journals.insightpub.org/index.php/imj>
- Hariyanto, A. N., & Kusuma, P. S. A. J. (2024). Pengaruh Brand Ambassador dan Kualitas Produk Terhadap Niat Beli Produk Scarlett di Shopee. *Jurnal Nasional Manajemen Pemasaran & Sumber Daya Manusia*, 5(3).
- Hasian, A. G., & Pramuditha, C. A. (2022). Pengaruh Brand Ambassador, Brand Awareness, Brand Image, Dan Brand Loyalty Terhadap *Purchase decision* Smartphone Samsung Di Palembang (Studi Kasus Pada Masyarakat Kota Palembang). *Jurnal Manajemen Universitas Muli Data Palembang*, 3(2).
- Husna, A. N., & Pujiastuti, Y. (2023). Pengaruh Brand Ambassador, Brand Image, Brand Trust, dan E-Service Quality Terhadap *Purchase decision*. *Jurnal Cafeteria*, 4(2).
- Ichsan, R. N., & Karim, A. (2021). Kualitas Pelayanan Terhadap Kepuasan Nasabah Pt. Jasa Raharja Medan. *Jurnal Penelitian Pendidikan Sosial Humaniora*, 6(1).
- Junia, Y. I. (2021). Pengaruh Brand Awareness, Brand Image, Dan Brand Trust Terhadap *Purchase Decision* Pada Produk Pocari Sweat Di Jakarta. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 5(4).
- Kabanga, M. S., & Sanam, Y. (2022). Pengaruh Kualitas Makanan Dan Citra Merek Terhadap *Purchase decision* (Studi Pada Restoran Suka Ramai Kupang). *Jurnal Pendidikan Ilmu Pengetahuan Sosial (JPIPS)*, 2(14), 273–280. <http://e-journal.upr.ac.id/index.php/JP-IPS>
- Komparasi Brand Index*. (2024). Top Brand Award. https://www.topbrand-award.com/komparasi_brand/bandingkan?id_award=2&id_kategori=30&id_subkategori=18&ta

- hun_awal=2020&tahun_akhir=2024&brand1=Frisian%20Flag&brand2=Indomilk&brand3=Mil
o&brand4=Ultra
- Langi, M., Tjahyana, L. J., & Yoanita, D. (2022). Pengaruh Treasure Sebagai Brand Ambassador Ruangguru Terhadap Brand Awareness Pada Kalangan Siswa Menengah Atas. *Jurnal E-Komunikasi Program Studi Ilmu Komunikasi Universitas Kristen Petra Surabaya*, 10(2).
- Lessil, V. (2024). Pengaruh Brand Ambassador Dan Terpaan Iklan NCT Dream X Somethinc Terhadap *Purchase decision* NCT Dream X Somethinc Pada Komunitas NCTZEN. *JURIHUM: Jurnal Inovasi Dan Humaniora*, 2(1), 25–38. <https://jurnalmahasiswa.com/index.php/jurihum>
- Lianasari, M., & Ahmadi, S. (2022). Pengaruh Kompetensi dan Lingkungan Kerja Terhadap Kinerja dengan Motivasi Kerja sebagai Variabel Intervening. *Fokus Bisnis: Media Pengkajian Manajemen Dan Akuntansi*, 21(1), 43–59. <https://doi.org/10.32639/fokbis.v21i1.106>
- Marbun, M. B., Ali, H., & Dwikoco, F. (2022). Pengaruh Promosi, Kualitas Pelayanan Dan *Purchase Decision* Terhadap Pembelian Ulang (Literature Review Manajemen Pemasaran). *Jurnal Manajemen Pendidikan Dan Ilmu Sosial (JMPIS)*, 3(2). <https://doi.org/10.38035/jmpis.v3i2>
- Mardiana, D., & Sijabat, R. (2022). Analisis Faktor-Faktor Yang Mempengaruhi *Purchase decision*. *Widya Cipta: Jurnal Sekretari Dan Manajemen*, 6(1). <http://ejournal.bsi.ac.id/ejurnal/index.php/widyacipta>
- Martianto, I. A., Iriani, S. S., & Witjaksono, A. D. (2023). Faktor-Faktor Yang Mempengaruhi *Purchase Decision*. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, Dan Akuntansi)*, 7(3). <https://compas.co.id/>
- Miftahul Janna, N., & Herianto. (2021). *Konsep Uji Validitas Dan Reliabilitas Dengan Menggunakan Spss*.
- Muchtar, M. I., Akbar, R. R., & Pratama, M. R. (2024). Pengaruh Brand Trust, Promosi Media Sosial dan Persepsi Konsumen Terhadap *Purchase decision* Konsumen Terhadap Permen Relaxa di Kabupaten Bandung. *JEMSI (Jurnal Ekonomi, Manajemen, Dan Akuntansi)*, 10(1), 715–722. <https://doi.org/10.35870/jemsi.v10i1.2075>
- Nabella, S. D., Munandar, A., & Tanjung, R. (2022). Likuiditas, Solvabilitas, Aktivitas Dan Profitabilitas Terhadap Harga Saham Pada Perusahaan Sektor Pertambangan Batu Bara Yang Terdaftar Di Bursa Efek Indonesia Periode 2016-2018. *Measurement : Jurnal Akuntansi*, 16(1), 97–102. www.idx.co.id
- Noor, S., Tajik, O., & Golzar, J. (2022). Simple Random Sampling. *IJELS - International Journal of Education and Language Studies*, 1(2).
- Nugraha, B. (2022). *Pengembangan Uji Statistik: Implementasi Metode Regresi Linier Berganda dengan Pertimbangan Uji Asumsi Klasik* (M. A. Susanto, Ed.). Pradina Pustaka. https://books.google.co.id/books?hl=en&lr=&id=PZZEEAAQBAJ&oi=fnd&pg=PR5&dq=Uji+Analisis+Regresi+Linear+Berganda&ots=KxxY20qgoi&sig=hlsQCxBm9_MuIWzQmuQW2_BoxmZc&redir_esc=y#v=onepage&q=Uji%20Analisis%20Regresi%20Linear%20Berganda&f=false
- Nurchaya, W. A., Arisanti, N. P., & Hanandhika, A. N. (2021). Penerapan Uji Asumsi Klasik Untuk Mendeteksi Kesalahan Pada Data Sebagai Upaya Menghindari Pelanggaran Pada Asumsi Klasik. *Madani : Jurnal Ilmiah Multidisiplin*, 1(12). <https://doi.org/10.5281/zenodo.104492725>
- Nurlaela, E. (2024, June 13). *Indomilk Kenalkan Rasa Autentik Korea, Kolaborasi Bareng 3 Member SEVENTEEN*. KumparanFood. <https://kumparan.com/kumparanfood/indomilk-kenalkan-rasa-autentik-korea-kolaborasi-bareng-3-member-seventeen-22vhftgWyiz>
- Paparan Publik PT. Ultrajaya Milk Industry & Trading Company, Tbk.* (2023).
- Pasaribu, Z. A., & Siregar, O. M. (2022). Pengaruh Consumer Trust Dan E-Payment Terhadap Brand Trust Pada Pengguna Tokopedia Bagi Mahasiswa Di Kota Medan. *JOSR: Journal of Social Research*, 1(6), 586–596. <http://https://ijsr.internationaljournallabs.com/index.php/ijsrhttp://ijsr.internationaljournallabs.com/index.php/ijsr>
- Badan Pusat Statistik. (2024). *Produksi Susu Segar menurut Provinsi (Ton), 2021-2023*. <https://www.bps.go.id/id/statistics-table/2/NDkzIzI=/fresh-milk-production-by-province.html>
- Puspa, S. D., Riyono, J., & Puspitasari, F. (2021). Analisis Faktor-Faktor yang Mempengaruhi Pemahaman Konsep Matematis Mahasiswa dalam Pembelajaran Jarak Jauh Pada Masa Pandemi Covid-19. *Jurnal Cendekia: Jurnal Pendidikan Matematika*, 5(1), 302–320.

- Qurbawati, N. P., Nasution, U. C. M., & Maduwinarti, A. (2024). Pengaruh Exo Sebagai Brand Ambassador Dan Brand Trust Terhadap *Purchase Decision* Pada Produk Scarlett Whitening Di Shopee. *Neraca Manajemen Ekonomi Dan Akuntansi*, 7(8).
- Rohim, A., & Asnawi, N. (2023). The Influence Of Brand Ambassador And Brand Awareness On Purchase Decisions Moderated By Brand Image (Case Study On Shopee Users In Lowokwaru District, Malang City). *Management Studies and Entrepreneurship Journal*, 4(1), 867–878. <http://journal.yrpioku.com/index.php/msej>
- Rosita, E., Hidayat, W., & Yuliani, W. (2021). Uji Validitas Dan Reliabilitas Kuesioner Perilaku Prososial. *FOKUS (Kajian Bimbingan & Konseling Dalam Pendidikan)*, 4(4), 279. <https://doi.org/10.22460/fokus.v4i4.7413>
- Rosyida, S. H., Priantilianingtiasari, R., Bisnis, M., Uin, S., & Tulungagung, A. R. (2023). Pengaruh Kualitas Layanan, Nilai Pelanggan Dan Letak Geografis Terhadap Loyalitas Pelanggan Pada Via Salon Trenggalek. *Jurnal Maneksi*, 12(3).
- Sari, F. L. (2024, May 24). *Investasi Industri Susu Capai Rp 23,4 T dan Serap 37 Ribu Tenaga Kerja*. Katadata.Co.Id.
- Satria, R., & Imam, D. C. (2024). Pengaruh Motivasi dan Disiplin Kerja terhadap Kinerja Karyawan pada PT Bahtera Adi Jaya Periode 2018-2022. *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 6(7), 5490–5500. <https://doi.org/10.47467/alkharaj.v6i7.3020>
- Shelly. (2022). *PENGARUH BRAND IMAGE, BRAND QUALITY, BRAND TRUST TERHADAP BRAND LOYALTY PADA PRODUK MEREK PHILIPS*. Universitas Putera Batam.
- Sintia, I., Pasarella, M. D., & Nohe, D. A. (2022). Perbandingan Tingkat Konsistensi Uji Distribusi Normalitas Pada Kasus Tingkat Pengangguran Di Jawa. *Prosiding Seminar Nasional Matematika, Statistika, Dan Aplikasinya*.
- Siregar, Y. S., Darwis, M., Baroroh, R., & Andriyani, W. (2022). Peningkatan Minat Belajar Peserta Didik dengan Menggunakan Media Pembelajaran yang Menarik pada Masa Pandemi Covid 19 di SD Swasta HKBP 1 Padang Sidempuan. *Jurnal Ilmiah Kampus Mengajar*, 69–75. <https://doi.org/10.56972/jikm.v2i1.33>
- Sulaeman, R. (2021). *Pengaruh Profitabilitas, Leverage Dan Ukuran Perusahaan Terhadap Penghindaran Pajak (Tax Avoidance)*.
- Sunarto, A. (2022). Pengaruh Disiplin Dan Pelatihan Kerja Terhadap Kinerja Karyawan Pada PT. Kekal Jaya Makmur Tangerang. *JISOS - Jurnal Ilmu Sosial*, 1(1).
- Suwarsa, T., & Hasibuan, A. R. (2021). Pengaruh Pajak Restoran Dan Pajak Hotel Terhadap Pendapatan Asli Daerah Kota Padangsidempuan Periode 2018-2020. *Jurnal Akuntansi*, 14(2), 71–85.
- Veronica, A., Ernawati, Rasdiana, & Abas, M. (2022). *Metodologi Penelitian Kuantitatif* (R. Hidayanti & S. S. Aulia, Eds.). PT. Global Eksekutif Teknologi. www.globaleksekutifteknologi.co.id
- Waruwu, M. (2023). Pendekatan Penelitian Pendidikan: Metode Penelitian Kualitatif, Metode Penelitian Kuantitatif dan Metode Penelitian Kombinasi (Mixed Method). *Jurnal Pendidikan Tambusai*, 7(1), 2896–2910.
- Wibowo, J. F., Setyariningsih, E., & Utami, B. (2022). Pengaruh Brand Image, Brand Trust, Dan Brand Loyalty Terhadap *Purchase Decision* Pada Hp Oppo (Studi Pada Konsumen Oppo Di Mojokerto). *Jurnal Cakrawala Ilmiah (JCI)*, 1(12).
- Winasis, C. L. R., Widiyanti, H. S., & Hadibrata, B. (2022). Determinasi *Purchase Decision*: Harga, Promosi Dan Kualitas Produk (Literature Review Manajemen Pemasaran). *Jurnal Ilmu Manajemen Terapan (JIMT)*, 3(4). <https://doi.org/10.31933/jimt.v3i4>
- Wityanisa, L., Irianto, H., & Kunto Adi, R. (2022). Analisis Pengaruh Brand Awareness, Brand Image, Dan Brand Trust Terhadap *Purchase Decision* Susu Cair Uht Indomilk Di Swalayan Kota Surakarta. *AGRISTA*, 10(1), 1–11.
- Wulandari, C., & Efendi, D. (2022). Pengaruh Profitabilitas Terhadap Nilai Perusahaan Dengan Corporate Social Responsibility Sebagai Variabel Moderasi. *Jurnal Ilmu Dan Riset Akuntansi*, 11(6).