

THE INFLUENCE OF BRAND AMBASSADORS AND GIFT GIVING ON PURCHASE DECISIONS ON LEMONILO NOODLES AND NCT DREAM

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ABSTRACT

There's many producers of food and beverage products on the market requires producers to innovate and plan the right marketing strategy in order to compete with similar producers. A strategy that is currently being used by producers is to work with public figures as brand ambassadors. Choosing the right brand ambassador can make the product widely recognised by the public and attractive to buy, resulting in increased sales. Apart from brand ambassadors, another strategy used by producers is to give gifts. Gifts are considered capable of attracting consumers to make purchases. This research aims to determine the effect of Brand Ambassadors on Purchasing Decisions and to determine whether there is an effect of Gift Giving on Purchasing Decisions. This research is quantitative research, the data used is primary data, namely data obtained from distributing questionnaires. The sampling technique in this research used a non-probability method with purposive sampling technique and obtained 40 respondents. The analysis used is multiple linear analysis, where previously validity and reliability tests were carried out. The results showed that the brand ambassador variable had a significant effect on the purchasing decision variable and the gift giving variable was also significant to the purchasing decision variable.

Keywords: Brand Ambassador, Gift, Buying Decision, Le Monilo, NCT Dream

INTRODUCTION

The food and beverage industry in Indonesia never goes out, there are always new products that enter the market every year. Because of the large number of food and beverage products on the market, manufacturers must innovate and plan the right marketing strategy in order to compete with similar manufacturers and make their products widely known by the public and attractive to buy. The strategy that is being used by manufacturers today is to work with public figures who are widely known and have a good image in the community as their brand ambassadors. According to Anang Firmansyah (2019), explaining that a brand ambassador is someone who has a passion for the brand and can influence or invite consumers to buy or use a product". The positive image that a brand ambassador has can also affect the image of the product. The better the image of a brand ambassador, the better the product image will also be good in the eyes of consumers. And as expected, this will have an impact on increasing product sales.

In several studies, brand ambassador variables are able to influence consumers to make purchase decisions. Research paper conducted by Sofia Ilimi, et al (2020) in a journal entitled "The Influence of Choi Siwon as a Brand Ambassador, Brand Image and Taste on the Purchase Decision of Korean Spicy Chicken Noodles" states that brand ambassadors have a positive influence on the purchase decision of Korean spicy chicken noodles. Similar research conducted by Inda Liya, et al (2021) entitled "The Influence of Hallyu Wave, Brand Ambassador, Brand Image and WOM on Purchasing Decisions in Mie Sedap Selection Korean Spicy Chicken" shows that brand ambassador variables have a positive and significant effect on purchasing decisions for Sedap selection Korean spicy chicken noodles.

The phenomenon in Indonesia today is that producers are competing to work with brand ambassadors from the country of gingseng, South Korea. This is due to the influence of content from South Korea such as dramas, music, food, beauty products that have succeeded in influencing almost all countries in the world, including Indonesia. Due to the

very strong influence of South Korean content, artists from South Korea are known by people in the country. Especially in the eyes of the Indonesian people, South Korean artists look perfect from their appearance and lifestyle, so not a few who follow the lifestyle and even the way of dressing South Korean artists they idolize. Based on an analysis conducted by TikTok together with Kpop Radar titled infographic "2021 Kpop TikTok" accessed on October 27, 2022, shows that Indonesia is the largest market for making Kpop videos (16.4%), second place is the Philippines (13.5%), third is the United States (8.7%), and fourth place is occupied by the host, South Korea (7.2%).

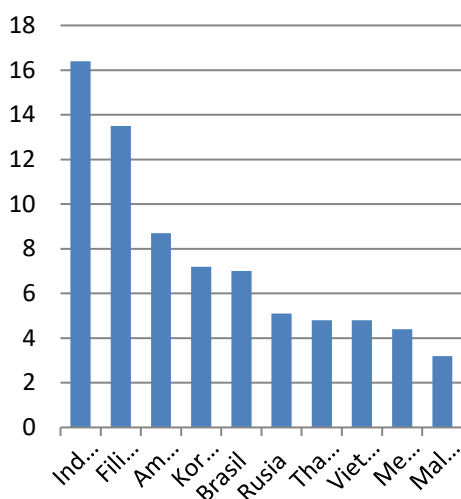


Figure 1. Top Ten K Pop Video Creation By Country

Source: <https://newsroom.tiktok.com>

This is seen as an opportunity by producers to attract the attention of consumers, especially fans of South Korean content. Manufacturers from various sectors, including the food and beverage sector also enliven this trend. Producers are competing to work with South Korean artists who are popular in Indonesia and have a good image to be the brand ambassador of their products.

In addition to brand ambassadors, the strategy that producers can do is to combine several promotional activities that are efficient in influencing people's behavior to make purchases known as a promotion mix. According to Zaharuddin (2006) there are five components in the promotion mix to communicate to customers about a product and influence it in purchasing decisions, namely advertising or advertising, personal selling or personal selling, sales promotion or sales promotion, publicity and public relations. Of the five components of the marketing mix or promotion mix, sales promotion or sales promotion is one component of the promotion mix that can provide direct stimulation in influencing consumer purchasing decisions. Kotler and Keller (2009) stated that sales promotion is a form of short-term intensive to encourage the purchase of products and services through sweepstakes, prizes, samples and the like.

Gifts are one of the promotional tools that can attract consumers to make purchases (Ayantunji, 2007). According to research conducted by Kristina Junita Sutessia with the research title The Effect of Free Gift, Cash Back, and Reward on Motor Vehicle Purchase Decisions at Leasing Companies (Case Study of PT. Wahana Ottomitra Multiartha Tbk) shows that giving gifts has a positive impact on consumers on purchasing decisions. Gifts also have a positive and significant influence on purchasing

decisions in research conducted by Yonanda Suwinovia and her research entitled "The Effect of Free Gifts and Discounts on Purchasing Decisions for Skincare Products at MS Glow kediri by Yo perempuan". From these two studies show that gift giving can be a promising promotional tool in increasing product sales. One of the producers who works

with brand ambassadors from South Korea is Lemonilo. Lemonilo is a local brand engaged in the food industry. Lemonilo was established in 2016 and carries the concept of a healthy lifestyle for all its products at affordable prices. The first Lemonilo product launched to the market was Lemonilo Mie Instan Rasa Mie Goreng. Instant noodles themselves are a very popular food product in Indonesia. According to the World Instant Noodles Association (WINA), Indonesia occupies the second position as the country with the most instant noodle consumption in the world.

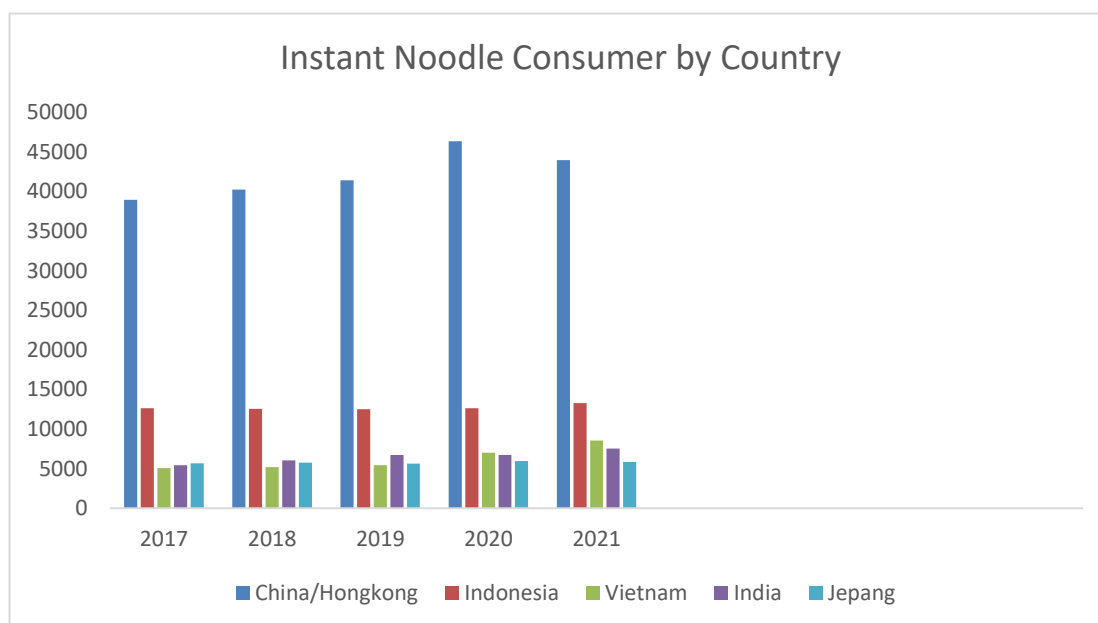


Figure 2. Instant Noodle Consumer By Country

Source: instantnoodles.org

From the Figure 2, the first position as the country with the most instant noodle consumption in 2021 is occupied by China and Hong Kong. The second position is occupied by Indonesia. Followed by Vietnam, India and Japan in third, fourth and fifth place.

In early 2022, Lemonilo announced the selection of NCT Dream as its newest brand ambassador. NCT Dream is a seven-member South Korean boy band with an average age of 20 years. NCT Dream is a very popular boy band as evidenced by various awards that have been received, including Korean Entertainment Arts Awards - Best Boy Group (2019), Mnet Asian Music Awards - Worldwide Fans' Choice Top 10 (2020), Hanteo Music Award - Artist Award Male Group (2021) and many more. Quoted from the official lemonilo page, the selection of NCT Dream as a brand ambassador is in order to have a positive impact not only for young people, but for the entire community. Lemonilo's Co-CEO, Shinta Nurfauzia also said that the reason for choosing NCT Dream brand ambassador was because of the common mission between Lemonilo and NCT Dream to build the younger generation, especially in making a healthy lifestyle the key to success. NCT Dream is considered a figure who can represent the values and character of the Lemonilo brand.

One of Lemonilo's products in collaboration with NCT Dream is Lemonilo instant noodles and will be available in early January 2022. The packaging on this collaboration product is slightly different from other Lemonilo products, on the packaging it says Lemonilo x NCT Dream. Consumers will also get several benefits, including in every packaging of NCT Dream special edition Lemonilo instant noodles, consumers have the opportunity to get a photo card of NCT Dream members or Lemonilo Fit Card. Lemonilo Fit Card is a card that contains information about a healthy lifestyle. This is the main attraction for healthy instant noodle lovers, especially NCT Dream fans.

LITERATURE REVIEW

Brand Ambassador

Brand ambassador is someone who has a passion for brands and can influence consumers to use a product (Anang Firmansyah, 2019) and Brand Ambassadors are advertisement stars who support advertised products (Shimp, 2004). Brand ambassadors have an important role in marketing strategy to introduce products to the public and increase sales. According to Royan (2004:168) brand ambassadors are famous people who are used to promote products that function to Give testimony (testimony), Provide encouragement and reinforcement (endorsement), Act as an actor in the topic (advertisement) that it represents, Act as a spokesperson for the company (spokeperson).

Promotion

According to Kotler and Keller (2009) promotion is an activity that communicates product superiority and persuades target customers to buy it. Promotion is communicating information between sellers and potential buyers or other people to influence attitudes and behavior (Cannon, et al, 2008). According to Tjiptono (2008) the purpose of promotion is to inform, influence, and persuade and remind target customers about the company and its marketing mix.

Gift

Gift are a promotional tool that can attract consumers to make purchases (Ayantunji, 2007). Giving free gifts that accompany the product can attract new consumers or consumers of similar products to switch because of the advantages that can be obtained, namely getting prizes. The purpose of gift giving according to (Taylor and Neslin, 2004) is to attract new customers, gift giving can attract attention, consumers who have never bought or tried a product, consumer loyalty, gift giving can make customers continue to use the product because of the advantages it gets, repeat purchases, gift giving can encourage consumers to repurchase or repurchase.

Buying Decision

Buying decision is the selection of two or more alternative purchase decision choices, meaning that a person can make a decision, several alternative choices must be available (Schiffman and Kanuk, 2007). really buy. Decision making is an individual activity that is directly involved in obtaining and using the goods offered.

METHODS

This research was conducted on consumers. who have bought Lemonilo X NCT Dream Noodles, know NCT Dream, and have received prizes in the packaging of Lemonilo X NCT Dream Noodles. The research was conducted from May to June 2023.

This type of research is quantitative, namely processing data in the form of numbers obtained from instruments in the form of questionnaires that have been filled out by respondents. Primary data is data obtained from original sources or not through intermediaries. Researchers collected data to answer research questions directly (SyaifulBachri, 2018). The primary data source in this study was distributing questionnaires to respondents. Secondary data is data obtained indirectly, namely through intermediary media, originating from existing or available sources, and collected by other parties (SyaifulBachri, 2018). Secondary data in this study came from books, journals, articles on the internet, and similar earlier theses. The population in this study were consumers who had bought Lemonilo X NCT Dream Noodles, knew NCT Dream, and had received an unknown number of gifts in packs of Lemonilo X NCT Dream Noodles.

The sample is part of the population that has certain characteristics. According to Furchan (2005: 193) the sample is part of the population, or the small group being observed. The sample in this study used a non-probability method with a purposive. Purposive sampling is a sample selection technique with certain considerations so that the information obtained can represent the entire existing population (Sugiyono: 2018). Respondents in this study

were consumers who had bought Lemonilo X NCT Dream Noodles, knew NCT Dream, and had received gifts in packs of Lemonilo X NCT Dream Noodles. The size in sampling is based on Roscoe's theory in Sugiyono (2013) that the determination of the number of samples is based on the following guidelines:

- a. A reasonable sample size is between 30 and 500.
- b. If the sample is divided into categories, then the number of samples is at least 30 in each category.
- c. In multivariate research the number of samples is at least 10 times the number of variables studied.

$$R = n \times < 15$$

R = Number of samples

n = Number of variables

<15 = Multiplied by at least 15

In this study there are 3 variables, namely brand ambassador variables, gift giving variables, and purchase decision variables, so the number of samples in this study are:

$$R = 3 \times 15$$

$$R = 45 \text{ samples}$$

- d. In a simple experimental study with strict control, the number of samples is between 10 and 20.

In this study, Roscoe's theory will be used with multivariate research, namely the number of samples is at least 15 times the number of variables studied.

Hypothesis

From theoretical studies, previous research, and researchers' opinions, the following hypotheses can be obtained:

H1. Brand ambassadors influence purchasing decisions

H2. Gift giving influences purchasing decisions

RESULTS

Validity test

The validity test examines the extent to which the accuracy or correctness of an instrument as a measuring tool for research variables (Juliandi, 2013: 79). In this study, testing was carried out using the SPSS version 25 application. To determine whether the instruments in this study were valid or not, by comparing r counts and r tables. With a 95% confidence level, the degree of freedom (df) = $n - 2 = 45 - 2 = 43$, we get r table = 0.294. If the r count is greater than the r table and the r value is positive, then the instrument is said to be valid.

From table 1 above it is found that all the instruments used to measure the variables in the study have a calculated r value that is greater than the r table value. So it can be concluded that all question instruments are valid.

Reliability Test

The reliability test is a continuation of the validity test, the reliability test is intended to measure whether the measurements used remain consistent when repeated measurements are made. This research was conducted using the Cronbach's Alpha method. If the Cronbach's Alpha value is more than 0.6, then the instrument can be declared reliable. The results of the reliability test can be shown in the table 2. The table above shows that the brand ambassador, gift giving, and purchasing decision variables have a Cronbach's Alpha value of more than 0.6, so that all variables are declared reliable.

Normality test

The normality test is a test of the spread of the data to be analyzed, whether the results are under the normal curve or vice versa. In the normal distribution, the shape of the curve will tend to be symmetrical or bell-shaped. The normality test in this study used histogram graphs, normal probability plots, and the One-Sample Kolmogorov-Smirnov test and was processed using the SPSS version 25 application. The residual model can be said to be

normally distributed if the data on the histogram graph follows the direction of the normal line, and the distribution of the points on the normal probability plot graph is located around the diagonal line, and the significance value of the One-Sample Kolmogorov-Smirnov test is greater than α (0.05). In the Kolmogorov-Smirnov One-Sample test there is a significance value in the residual model of 0.200 which is greater than α (0.05) so it can be concluded that the residuals are normally distributed (Figure 2).

Multicollinearity Test

The multicollinearity test is a test conducted to determine whether there is a correlation between the independent variables. A good regression model should not have a correlation between independent variables. The multicollinearity test is carried out by looking at the VIF (Variance Inflation Factor) value and the tolerance value, the VIF value that can be tolerated is 10. If the VIF value is less than 10, then there is no multicollinearity between the independent variables.

Tabel 1. Validity Test Results

Instrumen	r_{hitung}	r_{tabel}	Keterangan
Brand Ambassador (X1)			
1	0,842	0,294	Valid
2	0,768	0,294	Valid
3	0,923	0,294	Valid
4	0,656	0,294	Valid
5	0,569	0,294	Valid
Prize Giving (X2)			
6	0,830	0,294	Valid
7	0,626	0,294	Valid
8	0,799	0,294	Valid
9	0,881	0,294	Valid
10	0,800	0,294	Valid
Purchase Decision (Y)			
1	0,660	0,294	Valid
2	0,484	0,294	Valid
3	0,711	0,294	Valid
4	0,798	0,294	Valid
5	0,753	0,294	Valid
6	0,756	0,294	Valid
7	0,779	0,294	Valid
8	0,773	0,294	Valid
9	0,700	0,294	Valid

Source: Processed data

Table 2. Reliability Test Results

Variabel	Cronbach's Alpha value	Keterangan
Brand Ambassador (X1)	0,815	Reliabel
Gift-Giving (X2)	0,834	Reliabel
Buying Decision (Y)	0,864	Reliabel

Source: Processed data

Table 3. Multicollinearity Test Results

Variabel	Tolerance	VIF	Detail
Brand Ambassador (X1)	0,453	2.207	There is no multicollinearity
Gift-Giving (X2)	0,453	2.207	There is no multicollinearity

Source: Processed data

One-Sample Kolmogorov-Smirnov Test

		Unstandardiz ed Residual
N		45
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.72183911
Most Extreme Differences	Absolute	.079
	Positive	.036
	Negative	-.079
Test Statistic		.079
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Figure 3. Normality Test Results with One-Sample Kolmogorov-Smirnov
Source: Processed data

Heteroscedasticity Test

The heteroscedasticity test is a test that aims to find out whether in the regression model there is inequality from the residuals of one observation to another (Ghozali, 2012: 139). A good regression model is one that does not have heteroscedasticity. The test method used in this study is the graphical method or Scatter Plot. It can be said that there is no heteroscedasticity if the points on the graph are spread evenly.

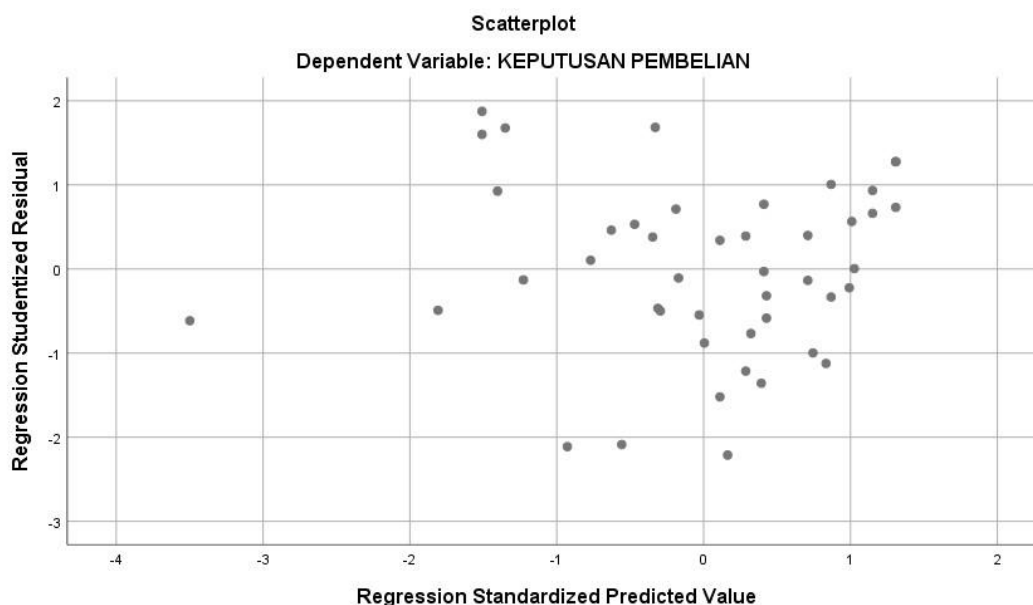


Figure 4. Heteroscedasticity Test Results
Source: Processed data

Based on the Figure 4, it can be seen that the dots are spread evenly and do not form a specific pattern, so it can be said that there is no heteroscedasticity.

Determination Coefficient Test (R^2)

The coefficient of determination is used to determine the magnitude of the simultaneous influence between the independent variables, namely brand ambassadors and gift giving, on the dependent variable, namely purchasing decisions. The results of the calculation of the coefficient of determination in this study were processed using the SPSS version 25 application.

Table 4. Test Results for the Coefficient of Determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,78 ^a	0,611	0,592	3.809

Source: Processed data

Table 5. Hasil Uji t

Variable Free	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	5,419	3,622		1,496	0,142
Brand Ambassador (X1)	0,738	0,245	0,431	3,010	0,004
Gift-Giving (X2)	0,657	0,231	0,407	2,847	0,007

Source: Processed data

Table 6. Count F Test (Simultaneous Test)

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	955,708	2	477,854	32,929	0,000 ^b
Residual	609,492	42	14,512		
Total	1565,2	44			

Source: Processed data

Based on the table 4, it can be seen that the R Square value is 0.611, meaning that 61.1% of the dependent variable, namely purchasing decisions, can be explained by independent variables, namely brand ambassadors and gift giving. While the remaining 38.9% is influenced by other factors outside the multiple regression model.

Count t test (Partial Test)

The t statistical test basically shows how far the influence of the explanatory or independent variables individually explains the variation of the dependent variable (Ghazali, 2012: 98). To test a hypothesis, a significance number size with a significance value is used:

1. Significance value ≥ 0.05 Then H_0 is accepted and H_1 is rejected. This means that the independent variable has no effect on the dependent variable individually.
2. Significance value ≤ 0.05 Then H_0 is rejected and H_1 is accepted. This means that the independent variable has a significant effect on the dependent variable individually.

Based on the results of the table 5, it can be seen that the value in the significance column for the brand ambassador variable is 0.004, which is less than 0.05. This means that the brand ambassador variable has a significant effect on the purchasing decision variable. While the significance value of the gift giving variable is 0.007 which means it is smaller than 0.05 and it can be said that the gift giving variable is significant to the purchasing decision variable.

Count F Test (Simultaneous Test)

The F statistical test basically shows whether all the independent or independent variables included in the model have a joint effect on the dependent or dependent variable (Ghazali, 2012:98). To test a hypothesis, a significance number size with a significance value is used:

1. Significance value ≥ 0.05 Then H_0 is accepted and H_1 is rejected. This means that the independent variable has no effect on the dependent variable simultaneously.
2. Significance value ≤ 0.05 Then H_0 is rejected and H_1 is accepted. This means that the independent variable has a significant effect on the dependent variable simultaneously.

Based on the results of the simultaneous test table 6, it can be seen that the value in the significance column is 0.000 so it is less than 0.05. This means that the brand ambassador and gift giving variables have a significant effect on the purchase decision variable simultaneously.

DISCUSSION

The Influence of Brand Ambassadors on Purchasing Decisions

According to Royan (2004: 168) brand ambassadors are famous people who are used to promote products, so brand ambassadors have an important role in marketing strategies to introduce products to the public and increase sales. Therefore, in choosing a brand ambassador for a company, several things must be considered. Rossiter and Percy in Royan (2005) state that there are several indicators in selecting brand ambassadors called the VisCAP model. VisCAP is an abbreviation of visibility (popularity), credibility (credibility), attraction (attraction), power (strength).

From the results of the questionnaires filled in by the respondents, NCT Dream is proven to have visibility, credibility, attraction, power as the brand ambassador for Lemonilo X NCT Dream noodles. From the results of the questionnaire, it was found that 88.9% or as many as 40 respondents chose the answers agreed and strongly agreed that they had known the NCT Dream group before becoming the brand ambassador for Lemonilo X NCT Dream noodles. NCT Dream is a group from South Korea, this proves that the group is quite popular in Indonesia. From the questionnaire that was distributed, the results obtained were 91.1% or 41 respondents choosing the answers agree and strongly agree that NCT Dream is suitable to be the brand ambassador for Lemonilo X NCT Dream noodles.

The hypothesis test carried out also supports the hypothesis that the brand ambassador independent variable influences the purchase decision dependent variable. In the arithmetic t test or partial test performed, a significance value of 0.004 is obtained, which is less than 0.05. This means that the brand ambassador variable has a significant effect on the purchasing decision variable.

The results of this study are in line with previous research conducted by Sofia Ilmi, et al (2020) in a journal entitled "The Influence of Choi Siwon as a Brand Ambassador, Brand Image and Taste on Purchase Decisions of Mie Sedaap Korean Spicy Chicken" stating that brand ambassadors have a positive effect on decisions purchase of Sedaap Korean spicy chicken noodles. Similar research conducted by Inda Liya, et al (2021) with the title "The Influence of Hallyu Wave, Brand Ambassador, Brand Image and WOM on Purchase Decisions on Mie Sedap Selection Korean Spicy Chicken" shows that the brand ambassador variable has a positive and significant effect on purchasing decisions for noodles Delicious selection of Korean spicy chicken.

Meanwhile, the results of this study are not in line with another study entitled "The Influence of the Korean Wave and Brand Ambassadors on Consumer Decision Making" by AmarilisRahmadani, et al (2021), which states that the brand ambassador variable has a positive, but not significant, effect on purchasing decisions.

The Effect of Gift Giving on Purchasing Decisions

Prizes are a promotional tool that can attract consumers to make purchases (Ayantunji, 2007). Giving free gifts that accompany the product can attract new consumers or consumers of similar products to switch because of the advantages that can be obtained, namely getting prizes. Andrew G. Person in Septiviana (2010) in the journal Rachma and Sri Setyo (2013: 531), states that the measurement indicators of free gifts are the form of the gift, the benefits of the gift, and the value of the gift.

In the Lemonilo X NCT Dream Noodle packaging, consumers have the opportunity to get prizes in the form of NCT Dream member photocards or Lemonilo Fit Cards. Lemonilo Fit Card is a card that contains information on a healthy lifestyle. From the results of the questionnaire that was filled out by the respondents, it was found that 48.9% or as many as 22 respondents agreed and strongly agreed that the prizes they got were useful for them, 20% or 9 respondents chose neutral, while the remaining 31.1% or 14 respondents choose disagree and strongly disagree. It can be concluded that less than half of the total respondents agreed if a gift in the form of a photocard was useful for them, the rest chose neutral and disagreed, but in the question item "I like a gift in the form of a photocard in the Lemonilo x NCT Dream noodle pack" it shows that the majority of respondents or to be more precise, 86.7% or 39 respondents stated that they agreed and strongly agreed they liked the gift in the Lemonilo noodle packaging. The other statement items show that the gift in the form of a photocard is not only liked, but has value for the majority of respondents. In the question item "I feel the gift is valuable to me" 75.6% or as many as 34 respondents feel the gift is valuable to them. This proves that gifts in the form of photocards are lacking in terms of usability, but are still preferred and of value to the majority of respondents.

From the results of the t test in this study, it was found that the significance value of the gift giving variable was 0.007, which means it is smaller than 0.05 so it can be concluded that the gift giving variable is significant to the purchasing decision variable. The results of this study are in line with previous research conducted by Kristina Junita Sutessia with the research title The Influence of Free Gifts, Cash Back, and Rewards on Motor Vehicle Purchase Decisions at Leasing Companies (Case Study of PT. WahanaOttomitraMultiarthaTbk) and other studies entitled "The Influence of Brand Ambassadors , Digital Marketing and Merchandise on Lemonilo Purchase Decisions at Nctzen Indonesia" conducted by AfifahDevani Amanah, et al, as well as research conducted by YonandaSuwinovia entitled "The Effect of Free Gifts and Discounts on Purchase Decisions for Skincare Products at MS Glow Kediri by Yowoman". The three previous studies above show that giving gifts has a positive and significant influence on purchasing decisions. Giving gifts is a promotional tool that is quite promising in increasing product sales.

CONCLUSION

Based on the results of the research described in the previous chapter, several conclusions can be drawn as follows: The brand ambassador variable has a positive and significant effect on the purchasing decision variable. The gift giving variable has a positive and significant effect on the purchase decision variable.

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