

Scarlett Skincare Purchasing Decisions Analysis On UNPRI Law Faculty Students

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ABSTRACT

The phenomenon of increasing the beauty industry in Indonesia, consumers who do not want to return to using Scarlett products because they have a bad experience and do not suit them, and consumers who do not recommend Scarlett products to other consumers create an unfavorable word of mouth is the background of this study. This study aims to examine the effect of Experiential Marketing, Word of Mouth, and Brand Image on consumer decisions in buying Scarlett skincare products. The sampling technique applied was accidental sampling, with a total of 100 respondents from the Faculty of Law, Prima Indonesia University. The data analysis method used is multiple linear regression analysis. The results showed that there was a positive and significant influence, both partially and simultaneously, between Experiential Marketing, Word of Mouth, and Brand Image on purchasing decisions for Scarlett products.

Keywords: Experiential Marketing, Word of Mouth, Brand Image, Purchase Decision

INTRODUCTION

Today's rapid economic, technological, and cultural development has also influenced the increase in diverse human needs, not only related to basic needs and food but also personal care needs. Such as face and body care or what is known as skin care. Skincare includes a range of products that are used regularly to treat and protect the skin, maintain skin health from external pathogens, and balance internal conditions. As each individual has different skin concerns, skincare routines vary accordingly. Skincare is increasingly important, especially in this modern era, where more and more consumers want healthier and well-groomed skin to boost self-confidence. With so many skincare products, both local and imported, consumers are required to be more careful in choosing products that are safe and suitable for their skin type.

The importance of skincare products that are used regularly creates opportunities for businesses to compete to offer the best care products with various marketing strategies to attract consumers. The purchasing decision process itself is a series of steps taken by consumers in choosing alternative products that are considered the most appropriate. Consumers usually go through several stages in this process, starting from identifying needs to post-purchase actions. A deep understanding of this process is important for marketers, as they can influence each stage with various marketing stimuli and predict consumer responses to their products.

In Indonesia, the beauty industry is growing rapidly with many skincare products in circulation, including popular local brands such as Scarlett Whitening. Founded in 2017 by Felicia Angelista, the BPOM-registered Scarlett Whitening provides a range of body, face, and hair treatments with various variants that can be customized according to consumer needs. The products are not only for normal skin, but also for those with skin problems such as acne, dry skin, and signs of aging. Scarlett Whitening ensures that its products are free from harmful ingredients such as mercury and hydroquinone, making them safe for use, including by pregnant and breastfeeding mothers.

With the tight competition that exists today, consumers are increasingly selective in choosing products. Based on the initial observations made by researchers, many consumers want to use Scarlett Whitening

products for various reasons, making consumer purchasing decisions only focused on products from Scarlett Whitening. What is known to be the cause of consumer purchasing decisions consisting of experiential marketing, word of mouth, and brand image.

In this case, it is known that there are consumers who want to use Scarlett Whitening Skincare products again because they have had a good experience with them. So because Scarlett can provide positive impressions and experiences for consumers, it means that experiential marketing is one of the things that can influence consumer purchases (Kuswibowo, et al. 2023).

In addition, Scarlett Whitening is one of the products recommended by many influencers where Scarlett Whitening is a local brand product that can brighten the skin because it contains glutathione and vitamin E which are good for making the skin brighter and the product has passed BPOM. This product is also owned by one of the celebgrams, Felicya Angelista, so the product marketing is intensive through social media. One of the influencers who collaborated to recommend Scarlett Whitening is Natasya Wilona. Thus, it is not surprising that a positive word of mouth is formed which attracts consumers to try to decide on their purchase.

Furthermore, it is also known that Scarlett products have the best brand image and many consumers believe and are confident in using Scarlett products because they are proven safe in brightening the skin. Scarlett products also contain ingredients that are proven safe by BPOM which makes consumer interest in buying even higher (Kuswibowo, et al. 2023).

LITERATURE REVIEW

According to Harjadi and Arraniri (2021:18), “Experiential marketing is a strategic concept which is an era of marketing change with a shift from the functional concept to the concept of experiences from a product or service.” According to Anggraini, et al (2020:51), “Experiential marketing is oriented to use all levels in marketing to create an experience through service.” According to Yusup (2021:29), experiential marketing has several things that can be used as measurements, namely Sense, Feel, Think, Act, and Relate.

According to Firmansyah (2020:38), “Word of Mouth (WOM) is a form of communication about a product or service that takes place between individuals who are considered independent or unaffiliated with the company providing the product or service. Typically, this communication occurs in media or environments that are also considered independent of the company's direct influence.” According to Febriani and Dewi (2018:81), “Word of mouth is the overall communication from person to person about a particular product, service or company at a time.” According to Firmansyah (2020:39), the indicators of word of mouth are Content, Context, and Carriers.

Yudhanto (2019:154) defines brand image as a collection of assumptions in consumers' minds about a brand, which is formed through various information from various sources. According to Firmansyah (2019:60), brand image is the perception that arises in the minds of consumers when they remember a brand of a particular product. According to Firmansyah (2019:75), the indicators that form a brand image are: the creator image, user image, and product image.

According to Bancin (2019:22), “Purchasing decisions are a final action taken by consumers as a form of answer to consumer needs through a series of evaluation processes of several existing alternatives.” According to Darmis (2021:23), “Purchasing Decision is an activity of gathering information and managing information so that in the end the results of managing this information will decide to be taken.” According to Lotte, et al (2023:64), there are three indicators in determining purchasing decisions: stability in a product, habit of buying products, and speed in buying a product.

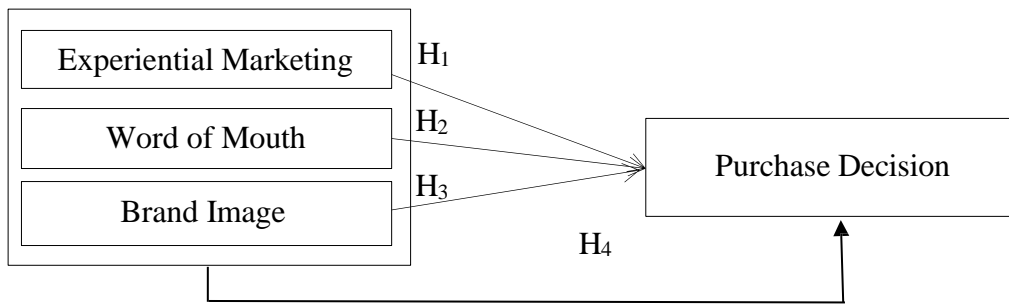


Figure 1. Conceptual Framework

METHODS

This research uses a quantitative approach because it has a systematic and orderly structure. This type of research is classified as quantitative with a causal nature, also known as explanatory research. This study uses a population of all Prima Indonesia University Faculty of Law students who have purchased Scarlett Skincare products. The sampling technique in this study was accidental sampling, where respondents were selected randomly and by chance. The data analysis method used is multiple linear regression. The Research Hypothesis Test used is Partially (ttest) and Simultaneously (Ftest).

RESULTS

Respondent Characteristics

Table 1. Characteristics of Respondents Based on Age

Age	Number of Respondents	Percentage (%)
Under 20 years	19	19%
20 – 25 years	64	64%
Above 25 years	17	17%
Total	100	100%

(Source: Processed Data, 2024)

Based on Table 1, it can be seen that respondents under the age of 20 were 19 people or 19% of the total respondents, while respondents aged 20 years - 25 years were 64 people or 64% of the total respondents, and respondents aged over 25 years were 17 people or 17% of the total respondents. Thus it can be seen that the dominant respondents are between 20 years and 25 years old.

Table 2. Characteristics of Respondents Based on Gender

Gender	Number of Respondents	Percentage (%)
Male	13	13%
Female	87	87%
Total	100	100%

(Source: Processed Data, 2024)

Based on Table 2, it can be seen that male respondents were 13 people or 13% of the total respondents, while female respondents were 87 people or 87% of the total respondents. Thus it can be seen that the dominant respondent is female.

Table 3. Characteristics of Respondents Based on Purchase Frequency

Purchase Frequency	Number of Respondents	Percentage (%)
Rarely / Only a few times	22	22%
Once a Month	37	37%
Twice a Month	21	21%
More than Twice a Month	20	20%
Total	100	100%

(Source: Processed Data, 2024)

Based on Table 3, it can be seen that respondents who rarely or only made purchases several times were 22 people or 22% of the total respondents, respondents who made purchases once a month were 37 people or 37%, while respondents who made purchases twice a month were 21 people or 21% of the total respondents and respondents who made purchases more than twice a month were 20 people or 20% of the total respondents. Thus it can be seen that the dominant respondent makes purchases once a month.

Validity and Reliability

Table 4. Validity Test Results

Variable	Statement	rcount	rtable	Description
Experiential Marketing (X1)	1	0.835	0.361	Valid
	2	0.783	0.361	Valid
	3	0.806	0.361	Valid
	4	0.786	0.361	Valid
	5	0.735	0.361	Valid
	6	0.836	0.361	Valid
	7	0.836	0.361	Valid
	8	0.747	0.361	Valid
	9	0.746	0.361	Valid
	10	0.822	0.361	Valid
Word of Mouth (X2)	1	0.834	0.361	Valid
	2	0.823	0.361	Valid
	3	0.882	0.361	Valid
	4	0.827	0.361	Valid
	5	0.765	0.361	Valid
	6	0.696	0.361	Valid
Brand Image (X3)	1	0.764	0.361	Valid
	2	0.642	0.361	Valid
	3	0.753	0.361	Valid
	4	0.688	0.361	Valid
	5	0.503	0.361	Valid
	6	0.401	0.361	Valid
	1	0.827	0.361	Valid
	2	0.782	0.361	Valid

Purchase Decision (Y)	3	0.840	0.361	Valid
	4	0.852	0.361	Valid
	5	0.721	0.361	Valid
	6	0.639	0.361	Valid

(Source: Research Results, 2024 (Data Processed))

Table 4 above shows that based on the results of the validity test for the variables, it shows that all rcount values are greater than the rtable value of 0.361 so the results show that all statements in the questionnaire are valid.

Table 5. Reliability Test Results

Variable	Cronbach's Alpha	N of Items	Description
Experiential Marketing (X1)	0.919	10	Reliable
Word of Mouth (X2)	0.932	6	Reliable
Brand Image (X3)	0.707	6	Reliable
Purchase Decision (Y)	0.856	6	Reliable

(Source: Research Results, 2024 (Data Processed))

It can also be stated in Table 5 that the items for the variable have Cronbach's Alpha above 0.6 so the reliability of this variable can be categorized as acceptable.

Descriptive Statistics

Table 6. Descriptive Statistics

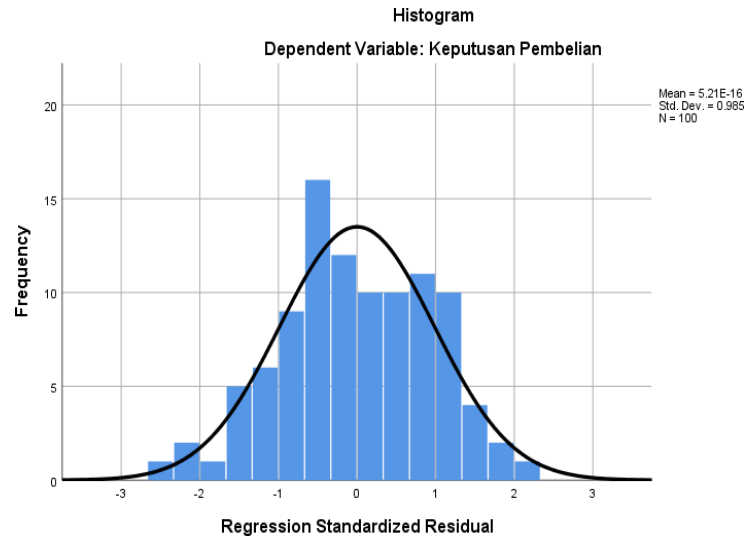
	N	Minimum	Maximum	Mean	Std. Deviation
Experiential Marketing	100	21	45	33.87	5.179
Word of Mouth	100	11	29	20.36	3.899
Brand Image	100	16	29	21.68	2.412
Purchase Decision	100	13	28	21.22	3.135
Valid N (listwise)	100				

(Source: Processed Data, 2024)

Based on the table above, it can be seen that Experiential Marketing has a minimum value of 21 and a maximum value of 45, with an average value (mean) of 33.87. Meanwhile, Word of Mouth has a minimum value of 11 and a maximum of 29, with a mean of 20.36. For Brand Image, the minimum value is 16 and the maximum is 29, with an average of 21.68. Finally, the Purchasing Decision shows a minimum value of 13 and a maximum of 28, with an average value of 21.22.

Normality Test

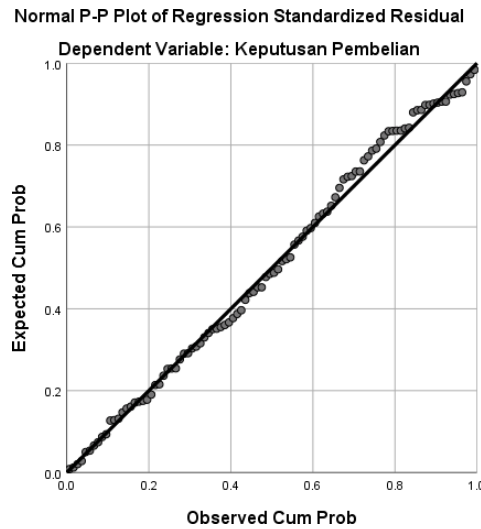
Figure 2. Histogram



(Source: Processed Data, 2024)

In Figure 2 above, the shape of the graph that resembles a bell and does not lean to the left or right indicates that the data is normally distributed, thus fulfilling the assumption of normality.

Figure 3. Normal Probability Plot of Regression



(Source: Processed Data, 2024)

This in Figure 3 above shows that the points spread around the diagonal line and follow the diagonal line. Then the residuals of the regression model are normally distributed.

Table 7. One-Sample Kolmogorov-Smirnov Test

Unstandardized Residual

N		100
Normal Parameters ^b	Mean	.0000000
	Std. Deviation	1.98891483
Most Extreme Differences	Absolute	.057

	Positive	.038
	Negative	-.057
Test Statistic		.057
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.

(Source: Processed Data, 2024)

In Table 7 above, the significant value produced is greater than 0.05, which is 0.200, so it can be concluded that the data is classified as normally distributed.

Multicollinearity Test

Table 8. Multicollinearity Test Results (VIF Test)

Model		Coefficients ^a				Collinearity Statistics		
		Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.	Tolerance	VIF
1	(Constant)	1.424	2.270		.627	.532		
	Experiential Marketing	.175	.051	.289	3.438	.001	.592	1.688
	Word of Mouth	.423	.068	.526	6.254	.000	.591	1.691
	Brand Image	.242	.084	.186	2.872	.005	.998	1.002

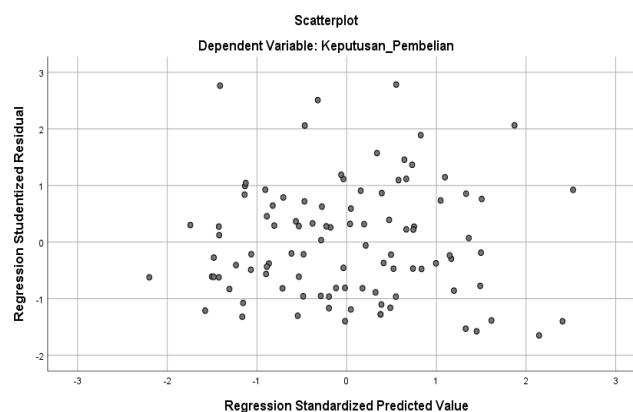
- a. Dependent Variable: Purchase Decision

(Source: Processed Data, 2024)

In Table 8 above, it can be concluded that each variable shows a tolerance value greater than 0.1 and a VIF value less than 10, so there is no multicollinearity problem.

Heteroscedasticity Test

Figure 4. Scatterplot



(Source: Processed Data, 2024)

Thus in Figure 4. above, the points spread randomly and do not form a clear pattern, which means that there is no heteroscedasticity in the regression model.

Table 9. Glejser Test Results (Heteroscedasticity)

Model		Unstandardized Coefficients		Standardized Coefficients		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	.661	1.274			.519	.605
	Experiential Marketing	-.010	.029	-.045		-.344	.732
	Word of Mouth	.021	.038	.074		.558	.578
	Brand Image	.040	.047	.087		.853	.396

a. Dependent Variable: Purchase Decision

(Source: Processed Data, 2024)

Thus in Table 9 above, the significance level of each variable is greater than 0.05, so there is no heteroscedasticity.

Multiple Regression Coefficient Test

Table 10. Multiple Regression Coefficient Test Results Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.424	2.270		.627	.532		
	Experiential Marketing	.175	.051	.289	3.438	.001	.592	1.688
	Word of Mouth	.423	.068	.526	6.254	.000	.591	1.691
	Brand Image	.242	.084	.186	2.872	.005	.998	1.002

a. Dependent Variable: Purchase Decision

(Source: Processed Data, 2024)

1. Constant (a) = 1.424. This means that if the value of the independent variables, namely Experiential Marketing (X1), Word of Mouth (X2), and Brand Image (X3) is 0, then the value of the Purchasing Decision (Y) will reach 1.424.

2. An increase in Experiential Marketing will cause Purchasing Decisions to increase by 17.5%.

3. An increase in Word of Mouth will have an impact on increasing Purchasing Decisions by 42.3%.

4. An increase in Brand Image will result in an increase in Purchasing Decisions by 24.2%.

Coefficient of Determination (R^2)

Table 11. Coefficient of Determination (R^2) Test Results Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.773 ^a	.598	.585	2.020

a. Predictors: (Constant), Brand Image, Experiential Marketing, Word of Mouth

b. Dependent Variable: Purchase Decision

(Source: Processed Data, 2024)

In Table 11 above, the Adjusted R Square coefficient of determination is 0.585. The effect on Purchasing Decisions (Y) is 58.5%. While the remaining 41.5% is the influence of other independent variables.

Simultaneous Hypothesis Test (F-Test)

Determination in determining the F_{table} value, it is necessary to have a free degree with the formula:

$$df \text{ (numerator)} = k - 1 = 4 - 1 = 3$$

$df \text{ (denominator)} = n - k = 100 - 4 = 96$ Description:

n = Number of Research Samples k = Number of Free Variables

Table 12. Simultaneous Test Results ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	581.538	3	193.846	47.518	.000 ^b
	Residual	391.622	96	4.079		
	Total	973.160	99			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Brand Image, Experiential Marketing, Word of Mouth

(Source: Processed Data, 2024)

With $df \text{ (numerator)}$ is 3 and $df \text{ (denominator)}$ is 96, then with it F_{table} (2.70) and significant $\alpha = 5\%$ (0.05), namely F_{count} (47.518) and sig. a (0,000^a) so that the results prove that simultaneously Experiential Marketing, Word of Mouth, and Brand Image have a positive and significant effect on Purchasing Decisions.

Partial Hypothesis Test (t-Test)

Determination in determining the t_{table} value, it is necessary to have a free degree, with the formula:

$$df = n - k = 100 - 4 = 96$$

Description:

n = Number of Research Samples k = Number of Variables

Table 13. Partial Test Results

Model	Coefficients ^a						Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients				Tolerance	VIF
	B	Std. Error	Beta	t	Sig.			
1	(Constant)	1.424	2.270		.627	.532		
	Experiential Marketing	.175	.051	.289	3.438	.001	.592	1.688
	Word of Mouth	.423	.068	.526	6.254	.000	.591	1.691
	Brand Image	.242	.084	.186	2.872	.005	.998	1.002

a. Dependent Variable: Purchase Decision

(Source: Processed Data, 2024)

With $df = 96$, the t_{table} value is (1.983) and based on table 3.13 above, it can be seen that:

1. The t_{count} value for the Experiential Marketing variable (X_1) shows that the t_{count} value (3.438) $>$ t_{table} (1.983) with a significant level of $0.001 < 0.05$ so it can be concluded that there is a partially significant positive effect between Experiential Marketing on Purchasing Decisions.
2. The t_{count} value for the Word of Mouth (X_2) variable shows that the t_{count} value (6.254) $>$ t_{table} (1.983) with a significant level of $0.000 < 0.05$ so it can be concluded that there is a partially significant positive effect between Word of Mouth on Purchasing Decisions.
3. The t_{count} value for the Brand Image variable (X_3) shows that the t_{count} value (2.872) $>$ t_{table} (1.983) with a significant level of $0.005 < 0.05$ so it can be concluded that there is a partially significant positive effect between Brand Image on Purchasing Decisions.

DISCUSSION

The Effect of Experiential Marketing on Purchasing Decisions

The t_{count} value for the Experiential Marketing variable (X_1) shows that the t_{count} value (3.438) $>$ t_{table} (1.983) with a significant level of $0.001 < 0.05$ so it can be concluded that there is a partially significant positive effect between Experiential Marketing on Purchasing Decisions. If there is an increase in Experiential Marketing, there will be an increase in Purchasing Decisions by 17.5%. The results of this study are in line with Wiracaksana's research (2024) where the results of his research found that experiential marketing has a significant influence on purchasing decisions. Experiential marketing focuses on providing a deep and direct experience through sensory, emotional, cognitive, and relational elements. When consumers are actively involved in marketing activities that touch their emotions or build personal connections with products or brands, they tend to be more interested and have a greater tendency to make purchases. The positive experiences that consumers feel through experiential marketing can increase the perceived value of the product, which in turn influences their decision to buy. Brands that successfully create memorable experiences through this strategy often build long-term consumer loyalty and encourage repeat purchases.

The Effect of Word of Mouth on Purchasing Decisions

The t_{count} value for the Word of Mouth (X_2) variable shows that the t_{count} value (6.254) $>$ t_{table} (1.983) with a significant level of $0.000 < 0.05$ so it can be concluded that there is a partially significant positive effect between Word of Mouth on Purchasing Decisions. If there is an increase in Word of Mouth, the

Purchasing Decision will increase by 42.3%. The results of this study are in line with the research of Suci and Putrajaya (2021) where the results of their research found that word of mouth has a significant influence on purchasing decisions. WOM occurs when consumers share experiences or recommendations about products or services with others, either directly or through online platforms such as social media or forums. Because this information usually comes from sources that are considered more objective, such as friends, family, or other experienced users, potential buyers tend to be more trusting and influenced in making purchasing decisions. Positive WOM can accelerate the decision to buy, while negative WOM can inhibit consumer interest. Good consumer experiences and strong recommendations are often decisive factors in a person's purchasing choices.

The Effect of Brand Image on Purchasing Decisions

The t_{count} value for the Brand Image variable (X3) shows that the t_{count} value (2.872) > t_{table} (1.983) with a significant level of $0.005 < 0.05$ so it can be concluded that there is a partially significant positive effect between Brand Image on Purchasing Decisions. If there is an increase in Brand Image, the Purchasing Decision will increase by 24.2%. The results of this study are in line with the research of Purnama and Siregar (2022) where the results of their research found that brand image has a significant influence on purchasing decisions. The brand image reflects the perceptions and images that consumers have of a brand, which are formed through various elements such as product quality, company reputation, brand values, and previous consumer experience. When a brand has a positive image, consumers tend to feel more confident and comfortable choosing that product compared to other brands. In addition, a strong brand image can create clear differentiation among competitors, making the product easier for consumers to remember and identify with. The emotional connection established between consumers and brands also strengthens customer loyalty, thereby increasing the likelihood of repeat purchase decisions. In addition, a good brand image is often associated with consumers' social status or personal identity, which can motivate them to choose the brand as a reflection of themselves. Overall, a positive brand image not only attracts consumers' interest but also influences their perception of value and trust, ultimately driving purchase decisions.

The Effect of Experiential Marketing, Word of Mouth, and Brand Image on Purchasing Decisions

F_{table} value (2.70) and significant $\alpha = 5\%$ (0.05), namely F_{count} (47.518) and $sig.a$ (0.000^a) so that the results prove that simultaneously Experiential Marketing, Word of Mouth, and Brand Image have a positive and significant effect on Purchasing Decisions. The Adjusted R Square coefficient of determination is 0.585. The Effect on Purchasing Decisions

(Y) is 58.5%. While the remaining 41.5% is the influence of other independent variables. The results of this study are in line with the research of Herwanto, et al. (2022) where the results of their research found that experiential marketing and brand image have a significant influence on purchasing decisions. The influence of experiential marketing, word of mouth (WOM), and brand image on purchasing decisions is complementary and very strong in shaping consumer behavior. Experiential marketing creates an immersive direct experience for consumers, building an emotional connection with the brand, which often encourages consumers to share their experiences through WOM. WOM, both positive and negative, becomes an important tool in influencing purchase decisions as consumers are more trusting of recommendations from people nearby or fellow users. On the other hand, a positive brand image strengthens consumers' belief in the quality and value of a product, which in turn strengthens the decision to buy. These three factors work synergistically, where good experiences increase positive WOM, strengthen brand image, and encourage consumers to be more confident in making purchase decisions.

CONCLUSION

The conclusion that researchers can draw from the results of this study is that there is a partially significant positive effect between Experiential Marketing on Purchasing Decisions, there is a partially significant

positive effect between Word of Mouth on Purchasing Decisions, there is a partially significant positive effect between Brand Image on Purchasing Decisions. In addition, simultaneously Experiential Marketing, Word of Mouth, and Brand Image have a positive and significant effect on Purchasing Decisions. In addition, for future researchers, it is recommended to consider other variables outside of Experiential Marketing, Word of Mouth, and Brand Image as predictor variables for Purchasing Decisions such as price, service quality, customer satisfaction, promotion, trust, and so on. Thus, it is hoped that more comprehensive information can be obtained about the factors that influence Purchasing Decisions in the future.

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