

The influence of instagram marketing, brand ambassador and brand image towards customer satisfaction and customer loyalty on scarlett whitening product

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Abstract

This study aims to determine the effect of Instagram Marketing, Brand Ambassador, and Brand Image towards Customer Satisfaction and Customer Loyalty on Scarlett Whitening Product. The data analysis tool used in this study is Partial Least Square with the help of SmartPLS 3.0 software. This research was conducted on people in the city of Samarinda who know and use Scarlett Whitening Product that were discovered by researchers by accident. This study uses a quantitative approach. This study used a sample of 105 respondents. The results of this study indicate: (1) Instagram Marketing has a positive and insignificant effect on Customer Satisfaction. (2) Brand Ambassador has a positive and significant effect on Consumer Satisfaction. (3) Brand Image has a positive and significant effect on Customer Satisfaction. (4) Instagram Marketing has a positive and insignificant effect on Customer Loyalty. (5) Brand Ambassador has a positive and significant effect on Customer Loyalty. (6) Brand Image has a positive and significant effect on Customer Loyalty. (7) Customer Satisfaction has a positive and significant effect on Customer Loyalty.

Keywords: Instagram marketing; brand ambassador; brand image; customer loyalty; customer satisfaction

INTRODUCTION

Competition in the business world is not new, marketers are not only required to improve product quality but attractive promotions. The phenomenon of social media marketing today is very important, According to Rizal and Lubis (2013) states that the use of social media (Instagram) has begun to be used in marketing, public communications, offices or departments that deal directly with consumers or stakeholders, with social media marketing marketers can market their products widely and interact directly with consumers. consumers and get direct feedback from consumers.

The brand in a service company greatly influences customer buying interest and customer purchasing decisions. Before buying, consumers collect product information based on personal experience and the external environment. When the amount of information reaches a certain level, consumers begin the process of assessment and evaluation, and make purchase decisions after comparisons and assessments are made (Bhakat & Muruganatham 2013).

The influence of a Brand Ambassador as the face of a product or the image of a product is currently very important where celebrities can influence many people, including their fans, which causes an increase in sales made by the product, on this topic the brand raised is Scarlett Whitening Products. Scarlett whitening product hooked a famous South Korean actor named Song Jong Ki and the famous Korean Girl Group Twice which made people flock to buy the product just to get a PhotoCard bonus. This has triggered many well-known brands to attract top artist to become their Brand Ambassadors, in this way marketers can attract customers to buy and create a firmer brand image about their products to buy and create a firmer brand image about their products.

Previously, Scarlett Whitening was also known for its strong product image, where they offered affordable prices but satisfactory results, where they were targeting young people to market their products. This Scarlett whitening provides several products that are popular among teenagers, mostly beauty products and body care. The products being marketed are: "Serum: Brightly Ever After and Acne Serum", "Body Scrub", "Body Wash", "Facial Wash", "Body Lotion" and "Essence Toner."

METHOD

The population in this study are people in the city of Samarinda who know and use Scarlett Whitening Product which were discovered by researchers by accident because the unknown number in this study is all who knew Scarlett Whitening in Samarinda.

The sampling method is done by using a non-probability sampling technique, which is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as samples. The sampling method used, namely the method of accidental sampling, the method of collection by coincidence, that anyone who accidentally fill the quisionnaire can be used as a sample when happened to be found it appropriate as a data source. In the accidental sampling technique, sampling is not determined in advance. The researcher immediately collected data from the sampling unit encountered. Because the number of the population in this study was unknown, the researchers used a sample formula according to (J. F. Hair et al., 2014).

Sampling Technique

This study using non-profitably sample technique. The Hair formula is used because the population size is not known with certainty. According to (J. F. Hair et al., 2014) that if the sample size is too large for example 400, then the method becomes very sensitive so it is difficult to get good goodness of fit measures. The minimum number is used to determine the population size of the object as the number of research indicators was 15 so that the maximum number of samples was 7 times the number of indicators.

$$\begin{aligned} \text{Sample size} &= \text{number of maximum sample} \times 157 \times 15 \\ &= 105 \text{ respondents (Scarlett Whitening Customer)} \end{aligned}$$

Types and Sources of Data

This study is quantitative. Quantitative research or study according to (Sugiyono, 2016:13) is a research method used to research on certain populations or samples, sampling techniques are generally carried out randomly, data collection uses research instruments, data analysis is quantitative or statistical with a purpose to test the hypothesis that has been set.

Data Collection Methods and Reseachr instrumen

Data was collected using a questionnaire method with Google form and link will be distributed to the user to fill the questionnaire. data questionnaire distribution method. Where the questionnaire is the questionnaire is a list of question that obtain data includes the statement that can be done by telephone, letter or face to face (Ferdinand, 2006:28). The questionnaire that will be distributed to respondents consists of two parts, namely: The first part consists of questions to obtain respondents personal data and the second part is used to get data about the question indicators in the questionnaire which is made using a scale of 1-5.

RESULTS AND DISCUSSION

Data processing techniques using Partial Least Square (PLS) with SEM method requires two steps which are outer model and inner model. Hereinafter the model analyzed can be seen in the following figure and the analysis will be followed by a descriptive analysis explanation.

Outer Model or Measurement Model

The measurement model evaluate the relationship between constructs and their corresponding indicator variables (Hair et. al, 2014). The stages of analysis on the measurement model are as follows.

Convergent Validity

The convergent validity test in PLS is based on the loading factor indicators and AVE (Average Variance Extracted) that measure the variables. The indicator is considered valid if it has a loading value above or more than 0.7. According to the (Hair et. al, 2014). loading factor is ≥ 0.50 , it is considered practically significant . The following is the result of the first model loading factor.

The following are the outer loading factors or values of each research variable indicator are shown in the table below.

Tabel 1.
Outer Loading Results

Variable	Indicator	Loading Factor
Instagram Marketing	X1.1	0,685
	X1.2	0,592
	X1.3	0,772
Brand Ambassador	X2.1	0,624
	X2.2	0,825
	X2.3	0,680
Brand Image	X3.1	0,774
	X3.2	0,684
	X3.3	0,577
Customer Satisfaction	Y1.1	0,662
	Y1.2	0,824
	Y1.3	0,715
Customer Loyalty	Y2.1	0,774
	Y2.2	0,684
	Y2.3	0,577

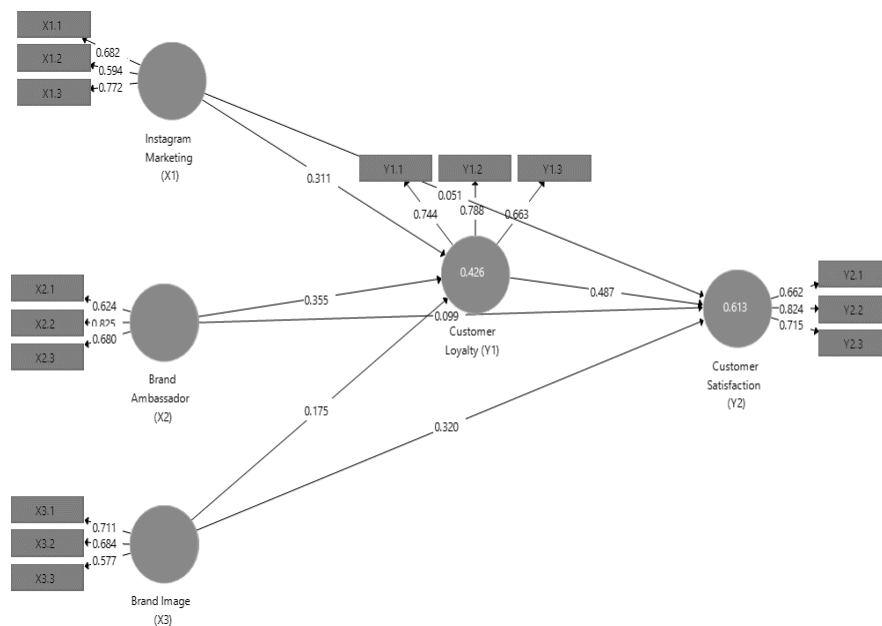


Figure 1.
Structural Model

Based on figure 1 above, there are no indicators removed or eliminated from the structural model because all indicators are valid after going through a convergent validity test. The value of each variable is measured by knowing the AVE (Average Variance Extracted). AVE must be at least 0.5. If indeed the indicator is not valid, it is necessary to re-check the value of the indicator at the loading factor (Hair et. al, 2014).

Tabel 2.
Average Variance Extracted (AVE) Results

Variables	AVE
Instagram Marketing (X1)	0.471
Brand Ambassador (X2)	0.511
Brand Image (X3)	0.436
Customer Satisfaction (Y1)	0.543
Customer Loyalty (Y2)	0.538

The test results show that the AVE from two variable are not good enough and didn't pass the requirements, but the rest of the variable has met the requirements 0,50 and has a good quality.

Discriminant Validity

Discriminant validity can be seen in the cross-loading between the indicators and the construct, which is declared to meet discriminant validity if the cross-loading indicator value in the variable is the largest compared to other variables. The following is the cross-loading value for each indicator in the table below.

Tabel 3.
Cross Loading Results

Indicators	Instagram Marketing (X1)	Brand Ambassador (X2)	Brand Image (X3)	Customer Loyalty (Y1)	Customer Satisfaction (Y2)
X1.1	0.682	0.295	0.206	0.33	0.255
X1.2	0.594	0.231	0.192	0.315	0.215
X1.3	0.772	0.214	0.203	0.36	0.368
X2.1	0.283	0.624	0.495	0.24	0.292
X2.2	0.244	0.825	0.331	0.546	0.48
X2.3	0.264	0.68	0.339	0.327	0.372

Indicators	Instagram Marketing (X1)	Brand (X2)	Ambassador (X3)	Brand Image (X3)	Customer Loyalty (Y1)	Customer Satisfaction (Y2)
X3.1	0.17	0.434		0.711	0.369	0.45
X3.2	0.127	0.356		0.684	0.246	0.402
X3.3	0.301	0.183		0.577	0.251	0.328
Y1.1	0.445	0.35		0.285	0.744	0.578
Y1.2	0.338	0.432		0.321	0.788	0.523
Y1.3	0.281	0.443		0.383	0.663	0.451
Y2.1	0.155	0.39		0.457	0.354	0.662
Y2.3	0.359	0.439		0.535	0.668	0.824
Y3.3	0.384	0.388		0.324	0.495	0.715

Apart from being seen from the convergent validity value, construct validity is also assessed by average variance extracted, the expected AVE value is > 0.5 . In table above it can be seen that some of the loading factor values for each indicator of each latent variable have a loading factor value that is greater than the loading value associated with other latent variables. This means that each latent variable has good discriminant validity where some latent variables have measurements that are highly correlated with other constructs.

Composite Realibility

Composite reliability and Cronbach alpha are used to test the value of reliability or reliability between the indicators of the constructs that make them up. Composite reliability and Cronbach alpha values are said to be good, if the value is above 0.70 it is recommended, but a factor value of 0.50-0.60 can still be tolerated. In other words, good composite reliability and Cronbach alpha values indicate that reliability has been achieved (Hair et. al, 2014).

Tabel 4.
Cronbach's Alpha and Composite Reliability Results

Variables	Cronbach's Alpha	Composite Reliability
Instagram Marketing (X1)	0.726	0.437
Brand Ambassador (X2)	0.756	0.541
Brand Image (X3)	0.697	0.361
Customer Satisfaction (Y1)	0.779	0.584
Customer Loyalty (Y2)	0.777	0.568

Based on table 3 above, it can be seen that the output results of Cronbach's Alpha and Composite Reliability all variables have values above 0.60-0.70. This shows that each variable has met Cronbach's Alpha and Composite Reliability so it can be concluded that all latent variables have a good level of reliability.

Inner Model or Structural Model

The inner or structural model test for the goodness of fit model is evaluated and measured by looking at the percentage of variance explained by measuring and looking at the R² for the dependent or endogenous variable of the research model using the Q² test and also looking at the magnitude of the structural path coefficient. Q² predictive relevance measures how well the resulting structural model with PLS.

The value of R² is used to explain the effect of the independent or exogenous variables on the dependent or endogenous variables, whether they have a substantive effect. Q² is based on the coefficient of determination (R²) of all endogenous variables. The magnitude of Q² has a range of $0 < Q^2 < 1$, the closer the value to 1 means the better the model. The following are the results of R² and the Q² predictive relevance test formula contained in the table below.

Tabel 5.
R-Square (R²) Results

Variables	R-Square
Consumer Satisfaction (Y1)	0.476
Customer Loyalty (Y2)	0.576

Based on table 4 above, it can be seen that the R2 value for the variable obtained by Customer Loyalty is 0.476, which means that this variable itself can be explained by Instagram Marketing, Brand Ambassador, and Brand Image of 47.6%, while the other 52.4% is explained by other variables outside the study. Likewise for the variable obtained by Customer Satisfaction of 0.576 which means this variable itself can be explained by Instagram Marketing, Brand Ambassador, and Brand Image of 57.6%, while the other 42.2% is explained by other variables outside the study. Thus, the Q2 predictive relevance for the structural model can be calculated as follows:

$$Q2 = 1 - (1 - R12) (1 - R22)$$

$$Q2 = 1 - (1 - 0.426) (1 - 0.613)$$

$$Q2 = 1 - (0.574) (0.387)$$

$$Q2 = 1 - 0.222138$$

$$Q2 = 0.777862 = 0.777$$

Those calculation result could explain the phenomenon of Customer Loyalty and Customer Satisfaction and show a predictive relevance value of 0.77 or 77.7% and this can be interpreted that the model is quite good, while the rest (22.3%) is explained by other variables that have not been included in the model. Furthermore, the structural model that was evaluated in this study consisted of coefficients of the path parameters of the relationship between exogenous to endogenous as shown in the following table.

Table 6.
Path Coefficients (direct effect) Results

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Instagram Marketing → Customer Satisfaction	0.205	0.232	0.128	1.600	0.110
Brand Ambassador → Customer Satisfaction	0.273	0.269	0.118	2.302	0.022
Brand Image → Customer Satisfaction	0.401	0.390	0.120	3.333	0.001
Instagram Marketing → Customer Loyalty	0.315	0.327	0.146	0.744	0.032
Brand Ambassador → Customer Loyalty	0.352	0.341	0.148	2.150	0.022
Brand Image → Customer Loyalty	0.173	0.118	0.109	1.588	0.113
Customer Satisfaction → Customer Loyalty	0.537	0.516	0.121	4.424	0.000

Based on table 5 above, the results of the estimation of the structural model with all PLS algorithm estimation methods show the path coefficient values between the construct variables. In PLS itself, statistical testing of each hypothesized relationship is carried out using simulation. In this case, the PLS Bootstrapping structural model was carried out on the research sample. Tests in bootstrapping are also carried out to minimize the problem of abnormalities in the research data

Based on table 5 can be seen the level of significance for each variable, if T-statistics (>1.96) means that the exogenous variable has a significant effect on endogenous, and if T-statistics (<1.96) then the exogenous variable has no significant effect. And also, P-value (<0.05) between construct variables. The changes can be seen in the following picture.

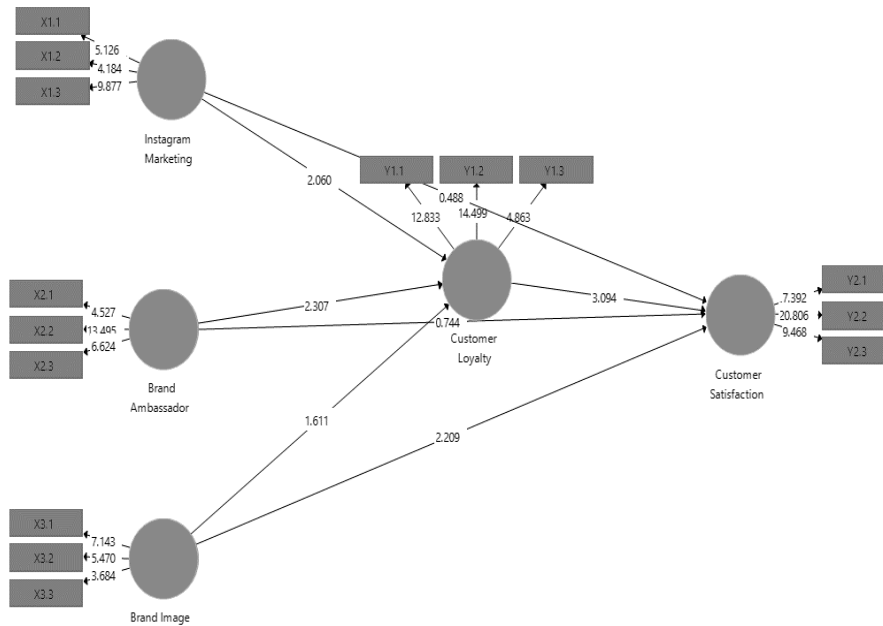


Figure 2.
Bootstrapping Structural Model Path Diagram

This study also employs intervening variable or indirect effects so, specifically the Customer Loyalty variable. Consequently, the following table outlines the indirect impact of data processing using PLS.

Table 7.
Path Coefficients (indirect effect) Results

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Instagram Marketing → Customer Satisfaction → Customer Loyalty	0.110	0.109	0.064	1.731	0.084
Brand Ambassador → Customer Satisfaction → Customer Loyalty	0.146	0.148	0.077	1.910	0.057
Brand Image → Customer Satisfaction → Customer Loyalty	0.215	0.197	0.079	2.716	0.007

The parameters of the hypothesis test use a comparison of t values of the path coefficient results, namely if T-statistics (>1.96) means that the exogenous variable has a significant effect on endogenous and if T-statistics (<1.96) then the exogenous variable has no significant effect. The description of the conclusions on the hypothesis test is as follows:

Hypothesis 1 explains the relationship between Instagram Marketing and Customer Satisfaction, where the resulting coefficient value is 0.110 and the T-statistic is 1.60 (< 1.96). So, the results of the study indicate that Instagram Marketing has a positive and insignificant effect on Customer Satisfaction. Therefore, Hypothesis 1 is rejected.

Instagram Marketing is a form of promotion for customers or using products from a company through internet media. When consumers see attractive promotions and attractive marketing, the customer will be interested in the brand or product.

In this study, the results showed that Instagram Marketing had a positive and insignificant effect on Customer Satisfaction, meaning that whether or not Instagram Marketing was carried out by Scarlett Whitening would not have a significant effect on Scarlett's Customer Satisfaction. This is because the use of social media as a place to communicate and search for information about Scarlett does not trigger Customer Satisfaction. This shows that expectations, performance and experience are not things that consumers consider in making Scarlett products satisfactory.

However, this statement contradicts previous research conducted by (Jaya, Yuliana and Arwin, 2022) the results show that Instagram Marketing has a significant effect on Customer Satisfaction.

Hypothesis 2 explains the relationship between Brand Ambassador and Customer Satisfaction, where the resulting coefficient value is 0.022 and the T-statistic is 2.302 (>1.96). So, the results of the study indicate that Brand Ambassador has a positive and significant effect on Consumer Attitude. Therefore, Hypothesis 2 accepted.

Brand Ambassadors are closely related to Customer Satisfaction because using the right Brand Ambassadors can increase the customer's sense of satisfaction in purchasing Scarlett products.

In this study, the results obtained were that Brand Ambassadors had a positive and significant effect on Customer Satisfaction, meaning that Scarlett Whitening has meet the needs by the customer itself, Scarlett also provide the right brand ambassador that would give a significant effect on Scarlett's Customer Satisfaction. This is because the selection of the Brand Ambassador chosen and used by Scarlett does trigger a Customer Satisfaction. This also shows that Scarlett did not properly implement the indicators contained in the Brand Ambassador itself, visibility, credibility and attraction are something that Scarlett considered in choosing a Brand Ambassador and making Scarlett a satisfying product.

However, this statement same with previous research conducted by (Kurniawan and Saputra., 2022) the results show that Brand Ambassadors have a significant effect on Customer Satisfaction.

Hypothesis 3 explains the relationship between Brand Image and Customer Satisfaction, where the resulting coefficient value is 0.001 and the T-statistic is 3.333 (> 1.96). So, the results of the study indicate that Brand Image has a positive and significant effect on Customer Satisfaction. Therefore, Hypothesis 3 is accepted.

Brand Image is closely related to Customer Satisfaction because a strong Brand Image of a brand can trigger customer satisfaction with that brand.

In this study, the results showed that Brand Image had a positive and significant effect on Customer Satisfaction, meaning that the Brand Image built by Scarlett in this case was fairly good. This is because the impact created by the Brand Image that is inherent in Scarlett triggers Customer Satisfaction. This also shows that Scarlett implements well the indicators contained in the Brand Image itself, Benefit, Culture and Personality, which are things that Scarlett considers in creating a Brand Image and making Scarlett a satisfying product.

However, this statement is reinforced by previous research conducted by (Usvela, Qomariah, and Wibowo., 2019) the results show that Brand Image has a significant effect on Customer Satisfaction.

Hypothesis 4 explains the relationship between Instagram Marketing and Customer Loyalty, where the coefficient value is 0.032 and the T-statistic is 0.744 (<1.96). So, the results of the study indicate that Instagram Marketing has a positive and insignificant effect on Customer loyalty. Therefore, Hypothesis 4 is rejected.

Customer Loyalty is one of the factors that triggers Customer Satisfaction because if a consumer is satisfied with something, they will make repeated purchases of that product.

In this study, the results obtained were that Cutomer Loyalty had a positive and significant effect on Customer Satisfaction, meaning that the Loyalty built by Scarlett in this case was fairly good. This is because the impact created by Customer Loyalty that occurs on Scarlett consumers triggers Customer Satisfaction. This also shows that Scarlett implements the indicators contained in the Customer Satisfaction itself well and is something that Scarlett considers in creating a Brand Image and making Scarlett a satisfying product.

This statement contradicts previous research conducted by (Zahra, R., 2019) the results show that actually Customer Satisfaction has an effect on Customer Loyalty. Likewise, in this study, I gave a new view of this variable.

Hypothesis 5 explains the relationship between Brand Ambassador and Customer Loyalty, where the resulting coefficient value is 0.022 and the T-statistic is 2.150 (< 1.96). So, the results of the study indicate that Brand Ambassador has a positive and significant effect on Customer Loyalty. Therefore, Hypothesis 5 is accepted.

Brand ambassadors play an important role in marketing strategy and can increase Customer loyalty for these products to be higher because customers tend to make brand ambassadors a reference in purchasing loyalty. Scarlett, of course, uses a brand ambassador who is attractive and liked by the

public so that the products sold will have an image in the hearts of customers. That show how brand ambassador is clearly one of the guides for customers in loyalty to product purchases.

In this study, the results showed that brand ambassadors had a positive and significant impact on customer loyalty, which means that Scarlett had succeeded in implementing the brand ambassadors used by them. This is because of the brand ambassadors chosen are suitable to represent Scarlett so that they been able to fully attract the attention of customers to then commit to purchasing Scarlett products. This shows that visibility, credibility, attraction, and power are important determinants for customers.

This supported by the previous study that conducted by (Padayachi Yugenderi, 2017) regarding A-cross sectional qualitative study how Brand Ambassador influence Customer Loyalty.

Hypothesis 6 explains the relationship between Brand Image and Customer Loyalty, where the coefficient value is 0.113 and the T-statistic is 1.588 (<1.96). So, the results of the study indicate that Brand Image has a positive and insignificant effect on Customer Loyalty. Therefore, Hypothesis 6 is accepted.

Based on the results of data test analysis, the influence of Brand Image on Customer Loyalty is explained by several factors such as Benefit, Culture and Personality. Based on the hypothesis test, shows that Brand Image has positive and insignificant result.

Therefore, the Scarlett brand image was not fully implemented, which indicates that Scarlett herself may not be significantly affected by the Scarlett brand image. This is due to Scarlett's lack of a distinct and enduring brand image for her users.

This, however, goes against other studies that shown a significant impact of brand image (Rohmad, Rivaldo, Kamanda & Yusman., 2022) "Customer Loyalty At The Bank BSI Nagoya Batam Branch: The Influence Of Brand Image, Promotion, And Trust."

Hypothesis 7 explains the relationship between Customer Loyalty and Customer Satisfaction, where the coefficient value is 0.000 and the T-statistic is 4.424 (> 1.96).

So, the results of the study indicate that Customer Satisfaction has a positive and significant effect on Customer Loyalty. Therefore, Hypothesis 7 is accepted.

Customer Loyalty is one of the factors that triggers Customer Satisfaction because if a consumer is satisfied with something, they will make repeated purchases of that product.

In this study, the results obtained were that Cutomer Loyalty had a positive and significant effect on Customer Satisfaction, meaning that the Loyalty built by Scarlett in this case was fairly good. This is because the impact created by Customer Loyalty that occurs on Scarlett consumers triggers Customer Satisfaction. This also shows that Scarlett implements the indicators contained in the Customer Satisfaction itself well and is something that Scarlett considers in creating a Brand Image and making Scarlett a satisfying product.

This statement contradicts previous research conducted by (Zahra, R., 2019) the results show that actually Customer Satisfaction has an effect on Customer Loyalty. Likewise, in this study, I gave a new view of this variable.

CONCLUSION

Based on the results of the analysis and research conducted, the following conclusions are obtained:

Instagram Marketing had positive and insignificant towards Customer Satisfaction on Scarlett, therefor the Instagram Marketing does not effect the Customer Satisfaction directly;

Brand Ambassadors have a positive and significant effect on Scarlett's product Customer Satisfaction. So the more popular the brand ambassador used by Scarlett the more customer will feel satisfy;

Brand Image has a significant positive effect on Scarlett's brand customer Satisfaction, this proves that the Brand Image built by Scarlett can meet the expectations of the Customers;

Instagram Marketing has a positive but not significant effect on Customer Loyalty, this proves that the presence or absence of Instagram Marketing not affect Scarlett's customer Loyalty;

Brand Ambassadors have a positive significant effect on Customer Loyalty, this proves that the presence or absence of a Brand Ambassador does have a major impact on the Scarlett brand;

Brand Image has a positive significant influence where it can prove that customers believe in the strong Brand Image of Scarlett's products so as to provide Loyalty; and

Customer Satisfaction has a significant positive influence on Customer Loyalty where this is proof that Customer Satisfaction has a major effect that can affect Customer Loyalty.

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