
**BRAND IMAGE, CELEBRITY ENDORSER, PACKAGING: DRIVING
BARENBLISS PURCHASE INTENT IN SURABAYA**

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Abstract

Indonesia’s beauty industry is experiencing rapid growth, driven by increasing public awareness of the importance of appearance and skincare. With a population exceeding 270 million, Indonesia holds substantial market potential, particularly among millennials and Generation Z, who are highly receptive to global beauty trends. Globalization has further facilitated access to international beauty products, including those from South Korea. This study aims to examine the influence of brand image, celebrity endorsers, and product packaging on consumers’ purchase intention toward Barenbliss products in Surabaya. A quantitative approach with a relational-causal method was employed. The study involved 217 respondents selected through purposive sampling based on specific criteria: residing in Surabaya, aged 17 years or older, having purchased and used Barenbliss products, and being aware of the brand’s promotional efforts. Data were collected via a structured questionnaire tested for validity and reliability. The data analysis utilized multiple linear regression. The results reveal that brand image, celebrity endorser, and product packaging have a significant simultaneous and partial influence on consumers’ purchase intention for Barenbliss products in Surabaya.

Keywords: Purchase Intention, Brand Image, Celebrity Endorser, Product Packaging, Barenbliss

INTRODUCTION

The Indonesian beauty industry is experiencing a significant boom, driven by a heightened public awareness of personal appearance and skin health. This growth is particularly pronounced within the millennial and Gen Z demographics, which represent the largest and most digitally active consumer segments in a nation exceeding 270 million people (Pebriyani, 2024; APJII, 2024). These generations, deeply embedded in the digital landscape, exhibit distinct consumption patterns heavily influenced by global trends, particularly those disseminated via ubiquitous digital platforms.

A key driver of this trend is the profound impact of Korean culture, widely propagated through social media. K-pop and K-Drama have transcended entertainment to shape beauty ideals, leading to an undeniable preference for Korean cosmetic products among Indonesian consumers. Indonesia remarkably holds the top global position for Korean culture enthusiasm, even surpassing Korea itself (Tarisah et al., 2023). This fervent interest has paved the way for numerous Korean beauty brands, including Barenbliss, to thrive in the Indonesian market. These brands are not only recognized for their quality and innovative formulations but also for their aesthetically pleasing packaging, which significantly contributes to their market appeal.

The intense competition within this expanding industry necessitates effective marketing strategies beyond mere product quality. Branding is crucial for cultivating a positive brand image, which represents the consumer's perception and memory of a brand (Justica & Lestari, 2021). A strong brand image is vital for influencing consumer choice, fostering loyalty, and securing a competitive edge. In the digital age, where social media instantly shapes brand perception, consistent digital communication and responsive consumer engagement are paramount. Platforms like Instagram, TikTok, and YouTube play a critical role in this dynamic.

Barenbliss, a Korean beauty brand launched in Indonesia in 2021, quickly achieved remarkable success, partly due to its initial launch on Shopee and its association with a renowned Korean makeup artist. However, the brand has also encountered challenges, including overclaim issues regarding product benefits. Such discrepancies can erode consumer trust and harm brand reputation, especially in a market where product claims are heavily scrutinized. Furthermore, the sheer volume of innovative competitors demands continuous effort from Barenbliss to maintain its market position through compelling product formulations, appealing packaging, and strategic marketing.

In this highly competitive environment, relying solely on brand image is often insufficient for broad product recognition. The strategic use of celebrity endorsers has emerged as a highly effective marketing approach. Credible and influential celebrity endorsements can significantly boost sales and cultivate a positive brand image, as consumers often trust and emulate their idols' preferences (Ramadhanti & Samsudin, 2024). Moreover, product packaging itself serves as a crucial factor in influencing purchase decisions (Affifah, 2021). Visually attractive packaging often acts as the initial point of consumer engagement, directly motivating purchase and influencing product selection (Septiyadi et al., 2021). Barenbliss's pastel-themed packaging, designed to convey a fresh and appealing aesthetic, has undoubtedly contributed to its success, highlighting the vital role of visual elements in driving purchase intent.

Consumer purchase intent is fundamentally influenced by factors such as brand image, celebrity endorsements, and product packaging (Kotler & Keller, as cited in Sahabuddin et al., 2024). A positive brand image consistently leads to increased purchase intent, repeat purchases, and customer loyalty (Hanif, 2021). Similarly, credible celebrity endorsements demonstrably enhance purchase intent by building consumer trust in the promoted product (Noviana, 2020; Mulianingsih et al., 2023). Given these interdependencies and the specific market dynamics faced by Barenbliss in Surabaya, this study aims to investigate the influence of brand image, celebrity endorsers, and product packaging on the purchase intent of Barenbliss products.

REVIEW OF LITERATURE

Brand Image: A Cornerstone of Consumer Perception

Brand image is the consumer's established perception and belief about a brand, shaped by their experiences and received information (Justica & Lestari, 2021; Keller & Keller, 2020). A positive brand image is crucial for influencing consumer choices, driving initial purchases, and fostering repeat buying behavior and loyalty (Peronika et al., 2020; Hanif, 2021). Its construction involves brand identity (visuals, personality), strong and favorable brand associations, and unique differentiation (Shihab et al., 2023; Keller & Swaminathan, 2020). Brand image comprises product and non-product attributes (e.g., price, packaging) and perceived benefits—functional, experiential, and symbolic (Keller, 2020). Indicators like corporate, product, and user image are used for measurement (Aaker & Biel, as cited in Keller & Swaminathan, 2020).

Celebrity Endorsers: Influence Through Credibility and Attraction

Celebrity endorsers are public figures leveraged to influence consumer behavior and enhance brand presence (Maharani, 2023; Fatmahwati & Wijayanto, 2024). Their recognition and appeal translate into increased sales and improved brand image (Dwi, 2021). The effectiveness of endorsements hinges on the celebrity's visibility (attention-grabbing), credibility (trustworthiness), attraction (likability, relevance), and power (ability to persuade) (Laily, 2023). Empirical studies confirm their significant impact on purchase intent (Apriliya & Ernawati, 2022; Sherly et al., 2023; Yustiana & Nirawati, 2024).

Product Packaging: Visual Appeal and Functional Value

Product packaging is a strategic marketing tool that extends beyond mere protection; it directly influences consumer perceptions and purchase decisions (Laduni et al., 2023). Its design, incorporating elements like shape, color, and material, acts as a visual communicator of product value and brand image (Widiati, 2020). Effective packaging provides safety, is economical, facilitates distribution, serves as a communication medium, offers ergonomics, enhances aesthetics, and establishes clear identity (Andelina, 2019). Packaging types range from primary to shipping, with modern innovations continually expanding material and design possibilities (Oktaviani, n.d.; Astiti et al., 2023). Key indicators for packaging's impact include its design, attractive colors, and appropriate size (Gultom, 2022; Wahyudi & Asnur, 2023).

Purchase Intent: The Pursue to Consumer Action

Purchase intent is the strong internal motivation that drives consumers to acquire a product or brand, resulting from their cognitive processing and learned behaviors (Tjiptono,

as cited in Sari, 2020). It signifies a consumer's readiness to buy, influenced by perceived value and benefits (Kotler & Keller, as cited in Sahabuddin et al., 2024). This crucial stage precedes actual purchase and reflects loyalty or a propensity to switch brands. Factors such as occupational, socioeconomic, hobby, gender, and age differences, as well as unexpected situations and attitudes towards others, can significantly shape purchase intent (Purbohastuti & Hidayah, 2021; Hasanah & Abidin, 2022). Indicators for measuring purchase intent include transactional, referential, preferential, and exploratory intent (Ferdinand, as cited in Purbohastuti & Hidayah, 2020; Schiffman & Kanuk, as cited in Sari, 2020).

RESEARCH METHOD

Methodology This quantitative, causal-relational study investigates how Brand Image, Celebrity Endorsers, and Product Packaging (independent variables) influence Purchase Intent (dependent variable) for Barenbliss products in Surabaya. Data will be collected from 217 Barenbliss consumers in Surabaya via a purposive sampling technique, ensuring participants meet specific criteria like age, residency, and product/promotion awareness. Both primary data (Likert scale questionnaires, observations) and secondary data (literature, reports) will be utilized.

All data analysis will be conducted using SPSS software. This involves validity and reliability tests, followed by classical assumption tests (normality, multicollinearity, heteroscedasticity, autocorrelation). Multiple linear regression will quantify variable relationships. Hypotheses will be tested with F-tests (simultaneous influence) and t-tests (individual influence), with the coefficient of determination (R^2) indicating the model's explanatory power.

RESULTS AND DISCUSSION

Respondent Profile

Table 1
Descriptive Analysis of Respondents and Variables

Category	Variable	Frequency	Percentage
Age	17 – 23	70	31,5%
	24 – 30	114	53,4%
	31 – 35	31	14,2%
	>40	2	0,9%
	Total	217	100%
Gender	Male	14	6,4%
	Female	203	93,6%
	Total	217	100%
Jobs	Student	61	27,4%
	Employee	91	42,5%
	Entrepreneur	46	21%
	Housewife	15	6,8%

Other	4	2,3%
Total	217	100%

Source: Primary Data, 2025

Our research gathered responses from 217 individuals who completed the questionnaire distributed via social media. The demographic profile of these Barenbliss consumers in Surabaya reveals distinct characteristics. In terms of age, the largest segment falls within the 24–30-year range 53.4%, followed by 17-23 year olds 31.5%, 31-35 year olds 14.2%, and a smaller portion aged over 40 0.9%. Regarding gender, the market is overwhelmingly female, with 93.6% identifying as women, while male respondents constituted 6.4%. The occupational breakdown indicates that employees represent the largest group 42.5%, followed by students 27.4%, entrepreneurs 21%, housewife 6.8%, and other professions 2.3%. These demographic insights offer valuable context for understanding the specific consumer segment driving Barenbliss's presence in Surabaya.

Instrumen Test Result

Validity Test Result

Table 2
Validity Test

Variabel	Indicator	r count	r table	Sig	Description
Brand Image	X1.1	0.449	0.1332	<0.001	Valid
	X1.2	0.287	0.1332	<0.001	Valid
	X1.3	0.5770	0.1332	<0.001	Valid
	X1.4	0.497	0.1332	<0.001	Valid
	X1.5	0.500	0.1332	<0.001	Valid
Celebrity Endorser	X2.1	0.497	0.1332	<0.001	Valid
	X2.2	0.252	0.1332	<0.001	Valid
	X2.3	0.565	0.1332	<0.001	Valid
	X2.4	0.438	0.1332	<0.001	Valid
	X2.5	0.504	0.1332	<0.001	Valid
Product Packaging	X3.1	0.559	0.1332	<0.001	Valid
	X3.2	0.312	0.1332	<0.001	Valid
	X3.3	0.518	0.1332	<0.001	Valid
	X3.4	0.549	0.1332	<0.001	Valid
	X3.5	0.435	0.1332	<0.001	Valid
Purchase Intent	Y.1	0.662	0.1332	<0.001	Valid
	Y.2	0.381	0.1332	<0.001	Valid
	Y.3	0.732	0.1332	<0.001	Valid
	Y.4	0.503	0.1332	<0.001	Valid
	Y.5	0.513	0.1332	<0.001	Valid

Source: Primary Data, 2025

Analysis began with meticulous data validation checks, crucial steps to ensure the robustness of our findings. A Product Moment Pearson correlation analysis on all instrument items yielded compelling results. Each statement item demonstrated an r-count value greater than the r-table value 0.1332, given 217 respondents and a 5% significance level $\alpha=0.05$.

Furthermore, all items exhibited a significance value (Sig.) below 0.001, statistically confirming a strong and significant relationship between each item and its corresponding total variable score. This rigorous validation process underscores the reliability of our data.

Reliability Test Result

Table 3
Reliability Test

Variabel	Number of Items	Cronbach's Alpha	Description
Brand Image	5	0,829	Reliable
Celebrity Endorser	5	0,825	Reliable
Product Packaging	5	0,836	Reliable
Purchase Intent	5	0,856	Reliable

Source: Primary Data: 2025

Subsequent reliability testing using Cronbach's Alpha further solidified the consistency of our measures. The Cronbach's Alpha values for brand image 0.829, celebrity endorser 0.825, product packaging 0.836 and purchase intention 0.856 all comfortably exceeded the acceptable threshold of 0.60. This confirms the internal consistency and dependability of our research instrument, ensuring our findings are built on a solid methodological foundation.

Classical Asumption Test Result

Normality Test Result

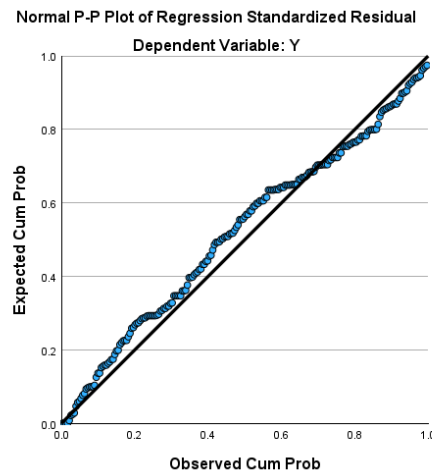


Figure 1

Normal P-P Plot Graph

Source: Primary Data, 2025

Before proceeding with regression analysis, classical assumption tests were performed to ensure the data met the necessary statistical prerequisites. The Normal Probability Plot (P-P Plot) visually demonstrated that the data distribution clustered closely around the diagonal line, with the histogram also mirroring a normal distribution pattern. This confirmed that the regression model's residuals adhere to the normality assumption, ensuring the validity of subsequent inferences.

Multicollinearity Test Result

Table 4
Multicollinearity Test

Variabel	Tolerance	VIF	Description
Brand Image	0.719	1.391	No multicollinearity
Celebrity Endorser	0.794	1.260	
Product Packaging	0.751	1.332	

Source: Primary Data, 2025

Multicollinearity testing revealed no significant intercorrelations among the independent variables. Brand Image registered a Tolerance value of 0.719, VIF: 1.391, Celebrity Endorser showed 0.794, VIF: 1.260, and Product Packaging stood at 0.751, VIF: 1.332. Since all Tolerance values exceeded 0.10 and all VIF values were well below 10.00, we confidently conclude that the regression model is free from multicollinearity.

Heteroscedasticity Test Results

Table 5
Glejser Test

Variabel	Sig.	Description
Brand Image	0.491	No heteroscedasticity
Celebrity Endorser	0.575	
Product Packaging	0.871	

Source: Primary Data, 2025

The Glejser test for heteroscedasticity further confirmed the absence of this issue, with significance values for Brand Image 0.491, Celebrity Endorser 0.575, and Product Packaging 0.871 all exceeding the 0.05 threshold. This indicates no significant relationship between the independent variables and the residual values, ensuring consistent error variance.

Autocoleration Test

Table 6
Autocorrelation Test

Autocorrelation Test	Value	Description
DW	2.035	No autocorrelation

Source: Primary Data, 2025

The Durbin-Watson value of 2.035, when compared to the upper and lower bounds from the Durbin-Watson table for n=217 and k=3, strongly indicated the absence of autocorrelation within the regression model. These rigorous pre-analysis checks ensure the statistical integrity and reliability of our subsequent findings.

Multiple Linear Regression Analysis Results

Table 7
Coefficient Determination

Model	Un.Std		Sig.	Description
	B	Std. Error		
Constant (a)	1,425	1.781	424	

Brand Image	0,205	0.076	0.008	Significant
Celebrity Endorser	0,464	0.075	<0.001	
Product Packaging	0,254	0.074	<0.001	

Source: Primary Data, 2025

The multiple linear regression analysis yielded a compelling model: $Y = 1.425 + 0.205(X1) + 0.464(X2) + 0.254(X3) + e$. This equation quantitatively articulates the relationship between brand image, celebrity endorsers, product packaging, and purchase intent.

Hypothesis Test Results

Simultaneous Test Results (F Test)

Table 8
F Test

Model	Sum	df	Mean	F	Sig.
Regression	10.436	3	3.4790	4.540	0.004
Residual	163.218	213	0.766		
Total	173.653	216			

Source: Primary Data, 2025

The ANOVA test (F-test) provided robust evidence for the overall model's significance. With an F-table value of 4.540 and a significance level of 0.004, which is well below the α of 0.05, we decisively reject the null hypothesis (H_0). This indicates that Brand Image, Celebrity Endorsers, and Product Packaging, when considered simultaneously, exert a significant influence on Purchase Intent. This finding aligns seamlessly with established marketing theories that emphasize a holistic approach to consumer persuasion. It underscores the notion that consumers rarely make decisions based on a single factor; rather, a confluence of positive brand attributes, persuasive endorsements, and appealing aesthetics collectively drives their buying inclination. The calculated F-table value of 2.65 for our degrees of freedom further reinforces this conclusion.

Partial Test Results (t Test)

Table 9
t Test

Model	Un. Std Coefficient		t Hitung	Sig.
	B	Std. Error		
(Constant)	1.425	1.781	0.801	0.424
Brand Image	0.205	0.076	2.683	0.008
Celebrity Endorser	0.464	0.075	6.195	<0.001
Product Packaging	0.254	0.074	3.416	<0.001

Source: Primary Data, 2025

The partial t-tests provided granular insights into each variable's unique contribution. For Brand Image, the t-calculated value of 2.683 exceeded the t-table value of 1.971, with a

significance of 0.008. This conclusively demonstrates that brand image partially and significantly influences purchase intent.

Celebrity Endorser was equally pronounced, with a t-calculated value of 6.195 exceeding 1.971 and a significance of 0.001. This robust finding confirms that celebrity endorsers partially and significantly influence purchase intent.

Product Packaging also demonstrated a significant partial influence on purchase intent, evidenced by a t-calculated value of 3.416 exceeding 1.971, and a significance of 0.001.

Test Results of the Coefficient of Determination (R²)

Table 10
R² Test

Direct Effect			
R	R²	Adjusted R²	Std. Error
0.937	0.879	0.877	1.14402

Source: Primary Data, 2025

The coefficient of determination (R²) further quantified the explanatory power of our model. Our analysis yielded an R² value of 0.879. This figure is highly significant, indicating that the independent variables Brand Image (X1), Celebrity Endorser (X2), and Product Packaging (X3) collectively explain 87.9% of the variation in consumer Purchase Intent (Y). In essence, nearly nine-tenths of the fluctuations in consumers' willingness to buy Barenbliss products can be attributed to the combined influence of these three marketing elements. The remaining 12.1% of the variation is likely influenced by other factors not included in this specific research model. This high R² value speaks volumes about the substantial and practical relevance of these variables in shaping consumer behavior for beauty products in a dynamic market like Surabaya.

In summation, these findings consistently point to a clear strategic directive: to effectively capture consumer purchase intent in a market like Surabaya, brands must excel in managing their brand image, strategically leveraging celebrity endorsements, and meticulously designing their product packaging. These elements are not isolated factors but synergistic forces that collectively drive consumer behavior.

This study offers significant contributions to both the theoretical understanding of consumer behavior and the practical application of marketing strategies. Theoretically, it provides empirical validation of the combined influence of brand image, celebrity endorsers, and product packaging on purchase intent within the specific context of the Indonesian beauty market, a niche often influenced by global trends like K-Beauty. While the individual effects of these variables have been studied, this research provides a comprehensive, localized confirmation of their synergistic impact, enriching existing consumer behavior models that emphasize multi-sensory and psychological triggers.

CONCLUSION

This research, "Brand Image, Endorsers, Packaging: Driving Barenbliss Purchase Intent in Surabaya," reveals crucial insights into consumer behavior. Our analysis

demonstrates that brand image, celebrity endorsers, and product packaging collectively and positively influence purchase intent for Barenbliss products in Surabaya.

Specifically, the study confirms that a strong brand image significantly drives consumer interest. Similarly, effective celebrity endorsers markedly boost product appeal and positive perception. Product packaging proves vital in attracting attention and shaping initial impressions, underscoring its strategic role beyond mere protection.

Theoretically, this study validates the integrated impact of these marketing elements within the Indonesian beauty market, especially in the context of K-Beauty trends. Practically, these findings urge brands like Barenbliss to strategically invest in building robust brand image, selecting authentic celebrity endorsers, and designing captivating packaging to enhance purchase intent. Future research could explore the long-term effects of marketing claims or delve into specific packaging attributes that most influence consumer decisions.

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