

THE INFLUENCE OF PRODUCT QUALITY, PROMOTION, AND PRICE ON THE PURCHASE DECISION OF GLAD2GLOW PRODUCTS AMONG STUDENTS IN SEMARANG

Sifa'ul Nur Azizah¹

Universitas Negeri Semarang, Semarang, Indonesia
sifaalnurazizah011202@students.unnes.ac.id

Khasan Setiaji²

Universitas Negeri Semarang, Semarang, Indonesia
setiaji@mail.unnes.ac.id



Abstract

The cosmetics industry in Indonesia has experienced rapid growth in line with increasing consumer interest in skincare products. One of the emerging local brands is **Glad2Glow**, which has successfully gained attention through social media, particularly TikTok. However, intense competition with other brands and consumer trust issues related to product claims have created dynamics in purchasing decisions. This study aims to analyze the influence of product quality, promotion, and price on the purchasing decisions of Glad2Glow products among students in Semarang City. The research employed a quantitative approach with a causal design. The sample consisted of 385 respondents selected using purposive sampling, with criteria including students aged 13–18 years, residing in Semarang, and having used Glad2Glow products at least twice. The research instrument was a questionnaire based on a four-point Likert scale, and the data were analyzed using validity and reliability tests, classical assumption tests, and multiple linear regression with SPSS version 21. The findings reveal that product quality, promotion, and price have a positive and significant effect on purchasing decisions. Partially, product quality shows a regression coefficient of 0.276, promotion 0.234, and price 0.342. Simultaneously, these three variables contribute 79.9% to purchasing decisions, while the remaining 20.1% is influenced by other factors not examined in this study. These results emphasize that improving product quality, implementing effective promotional strategies, and setting appropriate prices can encourage consumers, particularly students, to purchase Glad2Glow products.

Keywords: Product Quality, Promotion, Price, Purchasing Decision, Glad2Glow, Semarang Student

INTRODUCTION

Facial care has become a major necessity for both men and women who crave healthy and attractive skin. The industry continues to innovate, creating a wide range of products to meet the needs of consumers, especially popular cosmetic brands. With such a wide selection of products, consumers must be selective in choosing cosmetic brands. The influence of the global cosmetics industry is also having an impact on the Indonesian cosmetics industry, creating new opportunities for the local sector. Revenue from e-commerce platforms such as Shopee and Tokopedia, which dominate sales, is estimated to increase by 48% between 2021 and 2024 (Natalia et al., 2025).

The increasing interest of buyers in *skincare* products in Indonesia can cause quite high competition, so industry players try to highlight the advantages of their respective products. Companies need to set prices because consumers tend to be picky in buying *skincare* products used. The following is the sales data of the best-selling *skincare* products in Indonesia in 2025:

Table 1.

Sales Data of the Best-Selling Skincare Products in Indonesia in 2025

No.	Brand	Market Share
1.	Skintific	27.35%
2.	Wardah	21.80%
3.	Glad2Glow	19.25%
4.	Ms Glow	13.40%
5.	Hanasui	9.75%
6.	Somethinc	5.40%
7.	Avoskin	3.05%

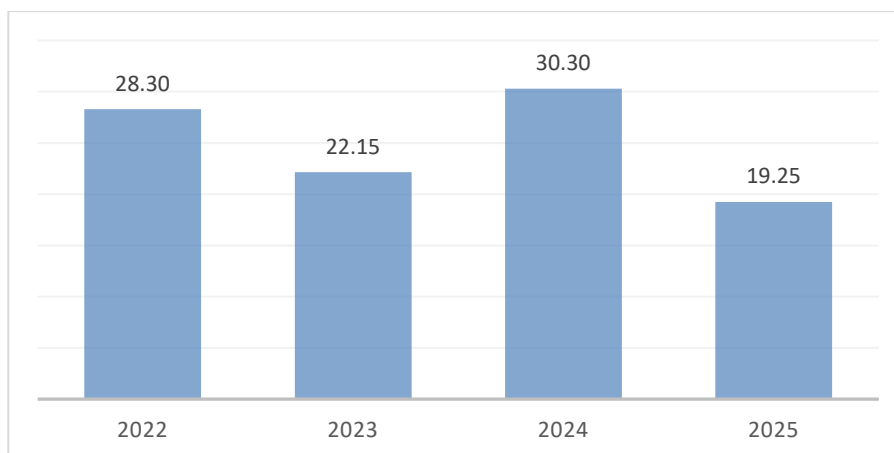
Source: Godstats

In the table above, it can be seen that Skintific products occupy the first position with a percentage of 27.35%, followed by Wardah products of 21.80%, the third position is occupied by Glad2Glow products of 19.25%, Ms Glow products of 13.40%. next there are Hanasui products by 9.75%, Somethinc products by 5.40% and finally Avoskin by 3.05%.

The rise of the beauty industry in Indonesia has caused the cosmetics market to grow rapidly until now with increasing demand and great opportunities in the *skincare* market, one of which is the Gald2Glow product. However, based on research that has been carried out and information, there are problems where the sales of Glad2Glow products tend to go up and down and this happens because there are many similar products entering the market with better quality, more affordable and extensive prices and promotions. One of them that can shift several products for a long time is The Originote product.

The author chose the beauty product Glad2Glow as the object of research because the product, which first appeared, has attracted the attention of consumers on social media, especially TikTok and this product always releases new quality products every year to meet the desires of its consumers (Mega, 2024). The following is Glad2Glow product sales data from 2022-2025:

Figure 1. Glad2Glow product Sales Data from 2022-2025



Source: Kompas.co.id

The Glad2Glow product was released for the first time in 2022, this product has attracted a lot of attention among the public, especially women, in addition to its affordable price, the product launched is also of good quality, according to the skin type of students and has been proven to be halal and safe for daily activities. Glad2Glow products are made with good processes such as development, testing, certification, materials and technology.

However, in August 2023, the Food and Drug Control Agency (BPOM) issued an appeal that there are *sunscreen products* that contain 16.67% with an overclaimed or inappropriate SPF content. BPOM said that *sunscreens* spread among consumers did not meet the data supporting the *sun protection factor* (SPF) claim. With the occurrence of this warning, it occurred because of the content on one of the social media, namely TikTok, reviewing products that experienced *overclaims* with laboratory tests on SPF 50 Sunscreen, it turned out that the product only contained SPF 6 and SPF 2.

These reviews cause consumers to suspect one of the brands, namely falling into the Glad2Glow product because in the case of *Sunscreen products* it is in accordance with laboratory test results (Rachmawati, 2023). The company Glad2Glow immediately responded to the case by uploading a certificate of lab test results and it turned out that there was a writing error that caused consumers to doubt. The following are the contents of the *Glad2Glow* sunscreen lab test results:

Summary:

Aim of the study is the determination of sunscreen UVA photoprotection *in vitro*. Relevant UVA protection parameters like UVAPF, Critical Wavelength and Ratio (*in vivo* SPF_{labeled} / UVAPF) are calculated for the test product “GLAD2GLOW LIGHT SUNSCREEN” according to the international standard ISO 24443:2021 “Determination of sunscreen UVA photo-protection *in vitro*”.

The individual mean values for the test product and the standard S2 and P8 are

Sample No.	GLAD2GLOW LIGHT SUNSCREEN	Standard S2	Standard P8
In vivo SPF (measured)	50.3	16	63.1
In vivo SPF (labeled)	50	16	63.1
UVAPF0	20.9	14.4	20.5
UVAPF	20.3	12.4	20.1
UVA Dose D (J/cm ²)	25.0	17.3	24.6
Critical Wavelength (irradiated)	276	379	380
Ratio (<i>in vivo</i> SPF _{labeled} / UVAPF)	2.46	1.3	3.1

Source: TikTokshop Glad2Glow

According to Kotler & Armstrong (2020), the purchase decision is the final stage in the buyer decision-making process, when the consumer makes the actual purchase. The purchase decision is a process that begins when the consumer recognizes a problem or need, then seeks information about a particular product or brand, and considers various alternatives to resolve the problem, ultimately making a purchase decision (Tjiptono, 2016).

As a consumer is more selective in making decisions to purchase the product to be used, the purchase decision becomes a measuring tool to find out how much consumers want the product being promoted, in other words, the purchase decision is a person's opinion or view on how to sort out different choices to get the product of their choice. According to previous research, that states that purchasing decisions are stages that consumers must take into account the products in the market according to their wishes (Ningsih et al, 2022).

There are several things that can affect the first purchase decision, namely, product quality, which has a great influence on consumer interest (Khasanah, 2023). The quality of this product has benefits, uses, and values that determine the good and bad of a product. According to previous research conducted by Sumiati (2024), it is explained that product quality has a positive effect on purchase decisions. However, the effect of product quality can be said to be negative if consumers feel good about using the product. So the product quality factor is not a benchmark for making a purchase decision.

Promotion is an element of marketing communications that aims to disseminate, influence, persuade, and remind consumers of information. This activity is a marketing strategy specifically designed to maintain customer awareness and preference for a product or brand (Tjiptono, 2016). Previous research by Fauzan (2021) stated that price influences purchase intention, while other research (Sudirjo et al., 2024) showed that price does not influence consumer purchase intention.

Price influences consumer purchase intention due to its affordability. Researchers have examined skincare prices and found that each product is nearly identical, especially for Glad2Glow. Previous research by Lina (2023) found that promotional strategies have a significant impact on consumer purchasing decision-making. However, this finding contradicts the research by Febriana (2020), which concluded that promotions do not significantly influence purchasing decisions.

In addition, there is another factor, namely, price is an influence on consumers' interest in buying products because of their affordable prices. Researchers have looked at *skincare prices* and found that the price of each product is almost the same, especially on Glad2Glow products. Price has an influence on buying, but also has no effect on consumer buying interest. Meanwhile, the promotional factor also affects consumers' buying interest because currently, *the skincare* industry is selling through promotions on social media and working with *influencers* to attract consumers.

RESEARCH METHOD

Menurut Sugiyono (2019), this study uses a quantitative approach based on the philosophy of positivism, aiming to test the hypothesis regarding the influence of product quality, promotion, and price on the purchase decision of Glad2Glow products in Semarang City. The research design used is causal, so that it can trace the cause-and-effect relationship between independent and dependent variables. The study population was students using the Glad2Glow product, while the sample was determined using the Lemeshow formula because the population size is not known for sure. Based on the calculations, the number of samples used was 385 respondents who met certain criteria (Ferdinand, 2019). The sampling technique chosen is purposive sampling, provided that the respondents are students aged 13–18 years, domiciled in Semarang City, and have used Glad2Glow products at least twice. The independent variables in this study include product quality, promotion, and price, while the dependent variable is the purchase decision. The research instrument is in the form of a questionnaire based on the four-level Likert scale, namely strongly agree, agree, disagree, and strongly disagree. Scale modifications are made to avoid the central tendency effect that often appears on a five-level scale (Sugiyono, 2019).

The data collection technique was carried out through the distribution of questionnaires using Google Forms which were distributed online or directly to respondents according to the criteria. The collected data is then exported to Microsoft Excel and processed using IBM SPSS version 21. Data analysis includes research instrument tests, classical assumption tests, and multiple linear regression analysis. The validity test was carried out by calculating the correlation of each statement item, while the reliability test used the one shot method with Cronbach's Alpha, where a value of more than 0.60 indicates good reliability (Ghozali, 2016). Classical assumption tests include normality, multicollinearity, heteroscedasticity, and autocorrelation tests to ensure the data is worthy of analysis with regression. Normality was tested through P-Plot graphs, multicollinearity through tolerance and VIF values, and heteroscedasticity by looking at residual distribution patterns. Once all the tests were met, multiple linear regression analysis was used to determine the influence of product quality, promotions, and prices on purchasing decisions. With this method, the research is expected to be able to provide valid and reliable results in explaining the factors

that affect the purchase decision of Glad2Glow products among students in Semarang City (Ghozali, 2021).

RESULTS AND DISCUSSION

Regression Model

Descriptive Statistical Analysis

Descriptive statistical analysis is a statistical analysis used to analyze data by properly describing and depicting the collected data without drawing conclusions (Sugiyono, 2019). The results of this study describe the relationship between product quality, promotion, and price variables and Glad2Glow product purchasing decisions from 385 respondents. The average for all variables is shown below:

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X1	385	28	40	33.38	3.177
X2	385	28	40	33.23	3.045
X3	385	20	32	26.57	2.620
Y	385	19	32	26.61	2.615
Valid N (listwise)	385				

Source: Data processed 2025

Based on the descriptive test results above, the distribution obtained by the researcher can be described as follows: the product quality variable (X1) has a minimum value of 28, a maximum value of 40, an average monthly product quality of 33.38, and a standard deviation of 3.177.

The promotion variable (X2) has a minimum value of 28, a maximum value of 40, an average monthly product quality of 33.23, and a standard deviation of 3.045.

The promotion variable (X3) has a minimum value of 20, a maximum value of 32, an average monthly product quality of 26.57, and a standard deviation of 2.620.

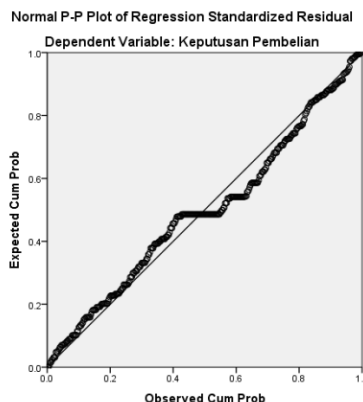
The purchasing decision variable (Y) has a minimum value of 19, a maximum value of 32, an average monthly product quality of 26.61, and a standard deviation of 2.615.

Classic Assumption Test

Multiple linear regression has several classic assumptions that must be met in order for the model used to meet the BLUE (Best Linear Unbiased Estimator) principle. Classical assumption testing is carried out to ensure that the regression model applied is feasible and produces accurate estimates. Some of the main classical assumption tests used in multiple linear regression include the following:

Normality Test

The normality test aims to find out whether in the regression model, the disruptive or residual variable has a normal distribution. A good regression model is when the residue is normally distributed. Normality testing can be done using graph analysis such as histograms and normal probability plots (P-P Plot) for the results can be seen in the image below:



Source: Data processed SPSS, 2025

Based on the image above, the results of the normality test using P-Plot show that the residual points follow and approach the diagonal line. This indicates that the residual is normally distributed because the pattern of point distribution is in the direction of the diagonal line.

Multicollinearity Test

The multicollinearity test was carried out to find out whether or not there is a correlation between independent variables in the regression model (Ghozali, 2016). A model is declared free of multicollinearity if it meets the following criteria:

1. Tolerance ≥ 0.10 , which indicates the absence of multicollinearity.
2. VIF ≤ 10 , which means that independent variables are not highly correlated with each other.

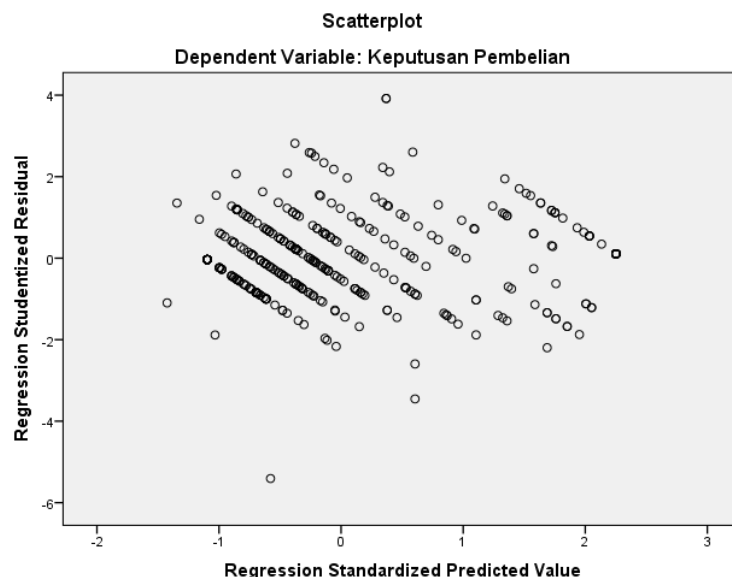
Model		Collinearity Statistics	
		Tolerance	Bright
1	(Constant)		
	Product Quality	.181	5.522
	Promotion	.322	3.110
	Price	.211	4.734

From the table above, it can be seen that all variables have a Tolerance value greater than 0.10 in the Product Quality variable (X1) of 0.181, and the Promotion variable (X2) of 0.322. while the Price variable (X3) gets 0.211.

The VIF value of the above variable is less than 10.0, which means that there is no multicollinearity. Product Quality variable (X1) is 5,522, Promotion variable (X2) is 3,110. while the Price variable (X3) obtained 4,734.

Heteroscedasticity Test

The regression model is declared to be free of heteroscedasticity if the points on the scatter plot graph are randomly spread and do not form a specific pattern. In addition, the test can also be carried out using the Glejser test, where if the significance value is > 0.05 , then the variable does not experience heteroscedasticity. The following are the results of the heteroscedasticity test in this study.



The image above shows that the dots on the scatter plot are randomly spread above or below the Y-axis without forming a specific pattern. This indicates that the regression model does not experience heteroscedasticity. In addition to using scatter plots, heteroscedasticity identification can also be done through the Glejser test. In the Glejser test, if the significance value > 0.05 , then it can be concluded that there is no heteroscedasticity in the variable.

Multiple Linear Regression Analysis

Multiple regression analysis is used to determine the influence of product quality, promotion, and price on purchase decisions, both simultaneously and partially. This analysis also aims to see the magnitude of the coefficient of determination of each variable. Based on the results of the calculation using SPSS, the multiple regression output was obtained as follows:

Model		Unstandardized Coefficients		Standardized Coefficients	t	Itself.
		B	Std. Error	Beta		
1	(Constant)	.531	.678		.783	.434
	Product Quality	.276	.044	.336	6.256	.000
	Promotion	.234	.035	.272	6.756	.000
	Price	.342	.050	.342	6.885	.000

Based on the table above, the multiple regression analysis above shows the multiple regression equation as follows: $KPM = 0.531 + 0.276KPr + 0.234Pr + 0.342Hr + e$
The multiple regression equation above has the following meanings: 1. Constant (a) has a value of 0.531 This indicates that if the quality of the product (X1), promotion (X2), and price (X3) are 0, then user satisfaction (Y) has a value of 0.531.

The product quality variable (X1) has a regression coefficient value of 0.298, meaning that if the value of other independent variables is fixed or unchanged, then every 1 point or 1% increase in the X1 variable will increase the value of the purchase decision (Y) by 0.276. The coefficient of the variable X1 has a positive value, meaning that there is a positive relationship between the variable X1 and Y, meaning that the higher the value of X1, the more Y increases.

The promotional variable (X2) has a regression coefficient value of 0.234, meaning that if the value of other independent variables is fixed or unchanged, then every 1 point or 1% increase of the X2 variable will increase the value of the purchase decision (Y) by 0.234. The coefficient of the X2 variable has a positive value, meaning that there is a positive relationship between the X2 variable and Y, meaning that the higher the X2 value, the more Y increases.

The Price variable (X3) has a regression coefficient value of 0.342, meaning that if another independent variable is fixed or unchanged, then every 1 point or 1% increase of the X3 variable will increase the value of the purchase decision (Y) by 0.342. The coefficient of the variable X3 has a positive value, meaning that there is a positive relationship between the variable X3 and Y, meaning that the higher the value of X3, the more it will increase Y.

Test Hypothesis

Simultaneous test (F test)

Simultaneous tests (F tests) are used to determine the influence of independent variables (product quality, promotions and prices) on dependent variables (purchase decisions) together (simultaneous). In this study, simultaneous testing was calculated and significance was seen if $\text{sig} < 0.05$ or $F_{\text{calculate}} > F_{\text{table}}$, then the alternative hypothesis (H_a) was accepted, while if $\text{sig} > 0.05$ or $F_{\text{calculate}} < F_{\text{table}}$, the alternative hypothesis was rejected. The results of the simultaneous tests can be seen in the following table:

ANOVA						
	Model	Sum of Squares	df	Mean Square	F	Itself.
1	Regression	2103.301	3	701.100	511.25	.000b
	Residual	522.476	381	1.371	7	
	Total	2625.777	384			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Price, Promotion, Product Quality						

Based on the table, the F value was calculated as 511,257 with a significance of 0.000 < 0.05 so that for hypothesis 4 (H4) which states "Product quality, promotions and prices have a positive and significant effect on the purchase decision received, which means that product quality, promotion and price together can increase the purchase of Glad2Glow users in Semarang City, especially students.

Partial Test (t-test)

The T-test is used to determine the influence of product quality, promotion, and price on purchasing decisions. Testing is partially calculated and seen as a significance of 5%, then:

If the significance value > 0.05 , then H_0 is accepted, so the free variable cannot explain the bound variable, or there is no influence between the variables being tested

If the significance value < 0.05 , then H_0 is rejected, so the independent variable can explain the bound variable or there is an influence between the variables being tested. The following are the results of the partial test on the data of this study:

Model		Unstandardized Coefficients		Standardized Coefficients	t	Its self
		B	Std. Error	Beta		
1	(Constant)	.531	.678		.783	.434
	Product Quality	.276	.044	.336	6.256	.000
	Promotion	.234	.035	.272	6.756	.000
	Price	.342	.050	.342	6.885	.000

Based on the table above, the results of the partial test (T test) on the product quality variable (X1) were obtained with a calculated t value = 6.256 with a significance of $0.000 < 0.05$, with a value of B in the Unstandardized Coefficients column of 0.276, so that H1 which states that there is an influence of product quality on the user's purchase decision is accepted.

The results of the partial test (T-test) on the promotion variable (X2) obtained a calculated t value = 6.756 with a significance of $0.000 < 0.05$, with a value of B in the Unstandardized Coefficients column of 0.234, so that H2 stating that there is an influence of promotion on the user's purchase decision is accepted.

The results of the partial test (T-test) on the price variable (X3) obtained a calculated t value = 6.885 with a significance of $0.000 < 0.05$, with a value of B in the *Unstandardized Coefficients* column of 0.342, so that H3, which states that there is an influence of product quality on the user's purchase decision, is accepted.

Determinant Coefficients

The determination coefficient is used to find out how much the variables Product quality, promotion, and price contribute to the purchase decision. The results of the test, with the help of regression analysis calculations using the IBM SPSS version 21 program, can be seen in the following table:

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.895a	.801	.799	1.171	1.860
a. Predictors: (Constant), Price, Promotion, Product Quality					
b. Dependent Variable: Purchase Decision					

Based on the table above, it shows that the amount of contribution of product quality, promotion, and price to the purchase decision is known from the value of the *Adjusted R*

Square determination coefficient, which is 0.799 (79.90%). This means that 79.90% of the purchase decision variables are explained by the variables of product quality, promotion and price, while the remaining 19.60% are influenced by other variables that were not studied in this study.

The Influence of Product Quality on Purchasing Decisions

Product quality has a positive and significant impact on purchasing decisions among students in Semarang. This fact implies that improving the quality of Glad2Glow products by the company will increase satisfaction levels and purchase preferences among students in Semarang. The results of this study align with research conducted by Irawan (2020), which revealed that product quality can influence consumer purchasing decisions, although other research indicates that product quality has no impact (Iskandar, 2021).

The Influence of Promotion on Purchasing Decisions

Promotion has a positive and significant influence on purchasing decisions among students in Semarang. This finding confirms that intensifying the company's promotional program will effectively strengthen consumer interest in acquiring Glad2Glow products. The results of this study align with research conducted by Fauzan (2021), which states that price influences purchase intention, while other research (Sudirjo et al., 2024) indicates that price does not influence consumer purchase intention.

The Influence of Price on Purchasing Decisions

Price has a positive and significant influence on purchasing decisions among students in Semarang. This indicates that competitive pricing and a product value-adjusted Glad2Glow product will facilitate consumer purchasing decisions. The results of this study align with research conducted by Lina (2023), which found that promotional strategies significantly impact consumer purchasing decisions. However, this finding contradicts the research of Febriana (2020), which concluded that promotions had no significant influence on purchasing decisions.

CONCLUSION

Based on the results of this study, there are 385 respondents to Glad2Glow products in the city of Semarang, especially students, it can be concluded that the product quality variable has a positive and significant influence on the variable of the purchase decision of Glad2Glow products in students in the city of Semarang. This variable shows that the higher the quality of the product, the purchase decisions made by consumers to buy will also increase.

In addition, the promotion variable has a positive influence on the purchase decision variable and shows that the better the promotion carried out by the Glad2Glow product, the higher the purchase decision made by consumers because consumers will be interested in good promotions. Meanwhile, price has a positive effect on purchase decisions, where the higher the price set, the more purchasing decisions will be made by consumers.

The results of the study can show that the variables of product quality, promotion, and price have a positive and significant effect on the decision to purchase Glad2Glow products in students in the city of Semarang. The better these variable factors will increase the desire of consumers to purchase Glad2Glow products.

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