

The Effect of Brand Awareness and Endorsement on Consumer Loyalty To Chitato X Seventeen Products Among Young People in Kediri City

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Article Information		Abstract
Submission date	30/12/2024	<p>Research aim : The aim of this study was to determine the influence brand awareness and endorsement on consumer loyalty to Chitato X Seventeen products among young people in Kediri City.</p> <p>Design/Method/Approach : The method used in this research is quantitative. Sampling technique using technique purposive sampling. The sample taken in this study were consumers who had purchased and bought Chitato X Seventeen products among young people in Kediri City totaling 55 respondents. This study uses classical assumption analysis techniques, multiple linear regression and hypothesis testing (t-test and F-test).</p> <p>Research Findings : The results of the t-test study showed that the brand awareness and endorsement variables partially had a significant effect on consumer loyalty. Based on the results of the F test, it is known that the brand awareness and endorsement variables simultaneously have a significant effect on consumer loyalty.</p> <p>Theoretical contribution/Originality : Increasing understanding of the relationship between brand awareness, endorsement, and consumer loyalty variables, especially in the context of brand collaboration with public figures on the Chitato X Seventeen product, can influence consumer behavior in the youth segment.</p> <p>Practitioner/Policy implications : This research provides companies like Chitato with insights to leverage brand awareness and endorsement as a powerful tool to increase consumer loyalty. With a well-planned strategy, companies can increase competitiveness, expand market share, and create long-term relationships with consumers.</p> <p>Research limitations : Because in this study it is proven that there are still other variables such as price, product quality, and promotion, and others that influence purchasing decisions, this can be used as material for conducting similar further research in order to obtain better results.</p> <p>Keywords : Brand Awareness, Endorsement, Consumer Loyalty</p>
Revised date	21/03/2025	
Accepted date	22/03/2025	

1. Introduction

In Indonesia, the food and beverage business, especially the snack category, has grown quite rapidly. This can be proven by the proliferation of products in the snack category of

various brands circulating in the market. Head of Marketing Snack Food IFM said, "compared to sweet or salty snacks, currently the snack trend is actually towards viral and contemporary snacks. The reason is, young people now have a tendency to try new things" [1]. This can be seen in the data on the proportion of snack consumers in Indonesia based on age:



Figure 1. Data on the Proportion of Snack Food Consumers in Indonesia Based on Age in 2020

Source: <https://databoks.katadata.co.id/>

Based on the data in Figure 1, it can be concluded that the snack market has contributed significantly to market growth in Indonesia, both traditional markets and supermarkets, and shows that Indonesian society is very consumerist. Snacks are indeed popular with all groups, from children, teenagers, adults, to the elderly, both men and women. The culture of "snacking" among the community makes snacks the only right choice to accompany them whenever and wherever they are. When doing activities, relaxing, or just being a friend to chat with friends and family. It is not surprising that the snack business which is growing quite rapidly makes producers continue to compete to make innovations in order to win the minds, mouths and hearts of consumers.

According to Harry in the Chitato press conference at Lotte Shopping Avenue, on Thursday (06/06/2024) "If you look at consumer insight, the trend is quite interesting because young people are now looking for snacks that are viral and contemporary, so they prefer to try something new. So, it's not just sweet and salty snacks, but also unique snacks," sourced from <https://olenka.id>. Data can be seen as follows:

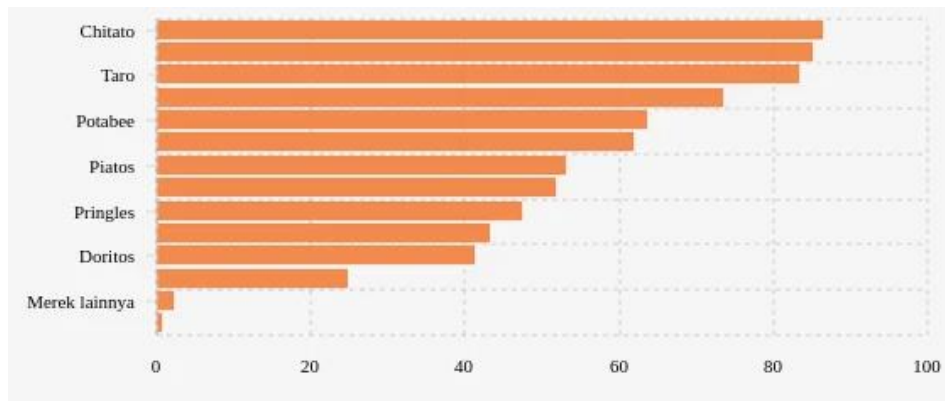


Figure 2. Best Selling Snack Products in Indonesia 2023

Source: <https://databoks.katadata.co.id/>

From figure 1, it can be concluded that Chitato's product as the number 1 potato snack in Indonesia is not standing still. They continue to innovate following the current trend of the young generation, one of which is by collaborating with 3 personnel from the South Korean boyband, Seventeen, as their newest Brand Ambassador. Furthermore, to inspire the public, Chitato also presents the latest campaign "Lead the Wave". This campaign involves members of the boyband Seventeen, S.Coups, Wonwoo, and Vernon, who invite young people to realize the importance of being authentic and going beyond existing standards because everyone has their own uniqueness.

Seeing this phenomenon, the development of the snack world is inseparable from the increasingly tight competition. Consumers must be wise in choosing healthy and nutritious snacks. So consumer loyalty is very important in building brand awareness in the minds of consumers and endorsements can also increase consumer loyalty to continue buying the product. Consumer loyalty is a customer's commitment to a product or service that is reflected in a very positive attitude and the form of repeat purchasing behavior carried out by the customer consistently over a long period of time [2]. Brand Awareness is the customer's ability to remember and recognize a brand in a particular product category. Brand Awareness is related to the presence and strength of a brand in the minds of consumers, resulting in their ability to recognize the brand in various market conditions [3]. Endorser is an icon or often referred to as a direct source to deliver a message and/or demonstrate a product or service in promotional activities that aim to support the effectiveness of delivering product messages [4].

Brand awareness has an important role in shaping consumer loyalty. The higher the level of consumer awareness of a brand, the more likely consumers are to feel trust, comfort, and emotional attachment to the brand. This encourages repeat purchases and builds long-term loyalty. Thus, increasing brand awareness is a key strategy to maintain and strengthen consumer loyalty. Endorsement has a positive effect on consumer loyalty. Support from credible public figures or influencers can increase trust, strengthen a positive brand image, and build emotional attachment to consumers. This encourages consumers to continue choosing and buying products from the brand, thereby creating long-term loyalty. Brand awareness and endorsement both contribute positively to consumer loyalty. Effective endorsements strengthen brand awareness and build a positive brand image, which together

drive consumer trust, preference, and emotional attachment to the brand, thereby increasing their loyalty in a sustainable manner.

This theory is in accordance with research which states that brand awareness has an effect on consumer loyalty [5], the endorsement has an effect on consumer loyalty [6], and the brand awareness has an effect on consumer loyalty [7]. The endorsement has an effect on consumer loyalty [8]. Other differences in previous studies are the product or object of research, the year of research, and the number of samples in the study.

Based on the phenomena and gap research that have been presented by the researcher, namely about brand awareness and endorsement on consumer loyalty, the author is interested in conducting research with the title "The Influence of Brand Awareness and Endorsement on Consumer Loyalty to Chitato X Seventeen Products Among Young People in Kediri City"

1.1. Statement of Problem

Based on this background, a research question is formulated as follows:

1. Does brand awareness influence consumer loyalty to Chitato X Seventeen products among young people in Kediri City?
2. Does endorsement influence consumer loyalty to Chitato X Seventeen products among young people in Kediri City?
3. Do brand awareness and endorsement influence consumer loyalty to Chitato X Seventeen products among young people in Kediri City?

1.2. Research Objectives

Based on the formulation of the problem, the objectives of this research are to:

1. To determine and analyze the influence of brand awareness on consumer loyalty to Chitato X Seventeen products among young people in Kediri City.
2. To determine and analyze the influence of endorsement on consumer loyalty to Chitato X Seventeen products among young people in Kediri City.
3. To determine and analyze the influence of brand awareness and endorsement on consumer loyalty to Chitato X Seventeen products among young people in Kediri City.

2. Method

The research technique uses causal techniques, techniques of causal relationships, so that it can be known which variables influence which variables are influenced. The population to be selected in this study is consumers who buy Chitato X Seventeen products in Kediri City. To determine and take samples from a population whose number is not known for certain, the researcher uses a sampling technique, namely purposive sampling. Purposive sampling is a sampling technique that takes into account certain criteria that must be met. The sample criteria in this study are as follows:

- a. Respondents who purchased Chitato X Seventeen products in Kediri City.
- b. Respondents aged 20 to 35 years and above who have used, consumed and purchased Chitato X Seventeen products in Kediri City.

To determine the number of samples whose population is not known for sure, namely, the number of indicators is multiplied by 5-10. So that the indicators are 11 times 5 ($11 \times 5 = 55$). It can be concluded that the number of samples to be used in this study is at least 55 respondents who are consumers who buy Chitato X Seventeen products in Kediri City.

In this study, the researcher used a structured questionnaire using the Likert Scale. The Likert Scale is used to measure attitudes, opinions and perceptions of a person or group of

people about social phenomena. The measurement of validity and reliability that will be used in this study is by using the SPSS version 25 analysis tool.

Validity Test

Validity calculations are assisted by using the SPSS version 25 program. Based on the results of calculating the product moment person correlation coefficient with SPSS, the results are listed in table 1 below:

Table 1. Validity Test of Research Instruments

Variables	Item	r-count	r-table	Information
Consumer Loyalty (Y)	1	0.790	0.265	Valid
	2	0.783	0.265	Valid
	3	0.855	0.265	Valid
	4	0.770	0.265	Valid
	5	0.803	0.265	Valid
	6	0.843	0.265	Valid
Brand awareness (X1)	1	0.854	0.265	Valid
	2	0.738	0.265	Valid
	3	0.747	0.265	Valid
	4	0.748	0.265	Valid
	5	0.730	0.265	Valid
	6	0.794	0.265	Valid
	7	0.701	0.265	Valid
	8	0.669	0.265	Valid
Endorsement (X2)	1	0.718	0.265	Valid
	2	0.709	0.265	Valid
	3	0.701	0.265	Valid
	4	0.859	0.265	Valid
	5	0.764	0.265	Valid
	6	0.808	0.265	Valid
	7	0.895	0.265	Valid
	8	0.755	0.265	Valid

Source: processed data

Based on table 1, it shows that the validity level of the instrument used is quite good. The valuercount all statement items above more than rtable. Thus all statement items in the research instrument are declared valid.

Reliability Test

The calculation was assisted by using the SPSS version 25 program. Based on the calculation, the results of the reliability of the research instrument can be seen in the following table 2:

Table 2. Reliability of Research Instruments

Variables	Cronbach's Alpha	Critical Alpha	Information
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Consumer Loyalty (Y)	0.890	0.6	Reliable
Brand awareness(X1)	0.884	0.6	Reliable
Endorsement(X2)	0.903	0.6	Reliable

Source: processed data

Based on table 2, it shows that the Cronbach's Alpha value for all variables is > 0.6 , so that all variables can be said to be reliable.

Data analysis techniques use classical assumptions (Normality Test, Multicollinearity Test, and Heteroscedasticity Test), multiple linear regression analysis, coefficient of determination R^2 , and hypothesis testing (t-Test and F-Test).

3. Results and Discussion

Respondent Description

This respondent description is a process of describing respondents based on gender, age, education. In the study, 40 respondents were obtained where this result was known from the number of questionnaire distribution results.

Respondent Data Based on Gender

The following is respondent data which is consumers who purchased Chitato X Seventeen products in Kediri City based on gender:

Table 3. Respondents' Gender

No.	Gender	Frequency	Percentage (%)
1	Man	22	44.85
2	Woman	33	55.15
	Total	55	100

Source: Processed primary data, 2024

From the results of table 3, it can be seen that the respondents were male, namely 44.85% and female respondents, namely 55.15%.

Respondent Data Based on Age

The following is respondent data which is consumers who purchased Chitato X Seventeen products in Kediri City based on age:

Table 4. Respondents' Age Level

No.	Age	Frequency	Percentage (%)
1	< 20 years	32	51.42
2	20-30 years	18	45.71
3	> 30 years	5	2.87
	Total	55	100

Source: Processed primary data, 2024

From the results of table 4, it can be shown that respondents aged <20 years are 51.42% of the total respondents. Respondents aged between 20-30 years are 45.71% of respondents. Respondents > 30 years are 2.87% of all respondents.

Respondent Data Based on Occupation

The following is respondent data who are consumers who purchased Chitato X Seventeen products in Kediri City based on occupation:

Table 5. Respondents' Employment Level

No.	Work	Frequency	Percentage (%)
1	Student	27	49
2	Student	21	38
3	Employee	7	13
	Total	55	100

Source: Processed primary data, 2024

From the results of table 5, it can be shown that student respondents are 49% of the total respondents. Student respondents are 38% of respondents. Employee respondents are 13% of the total respondents.

Classical Assumption Test

Normality Test

Based on the normality test using the SPSS program, the following image was obtained:

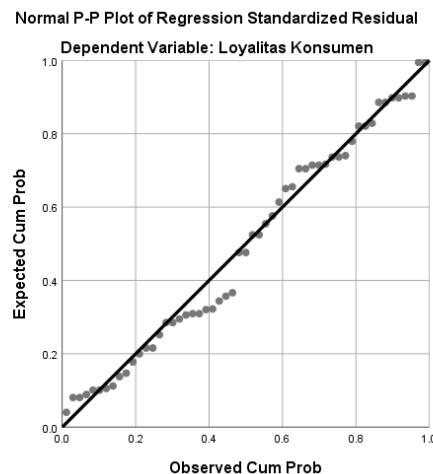


Figure 3. Normality Test Results

Source: SPSS version 25 output

From Figure 2, it can be seen that the data is spread around the diagonal line and follows the direction of the diagonal line. The fact to prove that the regression product meets the assumption of normality, because the data from the results of respondents' answers about brand awareness, endorsement, and consumer loyalty are spread between the diagonal lines.

Multicollinearity Test

Based on the research results that have been analyzed using SPSS, the following values were obtained:

Table 6. Multicollinearity Test

Coefficients ^a		Collinearity Statistics	
Model		Tolerance	VIF
1	(Constant)		
	Brand Awareness	.440	2.271
	Endorsement	.440	2.271

a. Dependent Variable: Consumer Loyalty
Source: SPSS version 25 output

From table 6, it can be seen that in the regression product there is no multicollinearity or perfect correlation between the independent variables. The criteria for no multicollinearity are the VIF value of brand awareness and endorsement is less than 10 and the tolerance value is greater than 0.1.

Heteroscedasticity Test

Based on the classical assumption test using the SPSS program, the following image was obtained:

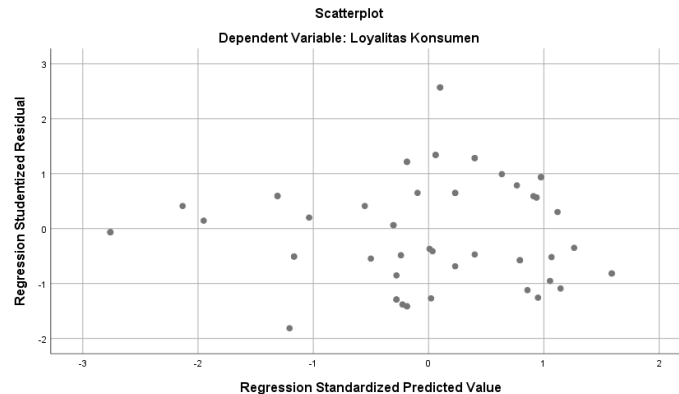


Figure 4. Heteroscedasticity Test

Source: SPSS version 25 output

Based on Figure 3, it is known that there is no clear pattern, and the points are spread above and below the number 0 on the Y axis, so there is no heteroscedasticity. This can be interpreted that the data from the results of respondents' answers about brand awareness and endorsement do not have the same standard deviation or data deviation towards consumer loyalty.

$$Y = a + b_1X_1 + b_2X_2 + e$$

Information

Y = variable consumer loyalty

X1 = variable *brand awareness*

X2 = variable *endorsement*

b1,b2,b3 = Regression coefficient

e = error

After conducting a classical assumption test and multiple linear regression equation, the next step is to conduct a research hypothesis test which aims to determine whether the independent variable (X) has a significant effect on the dependent variable (Y).

Multiple Linear Regression Analysis

The results of the multiple linear regression analysis can be seen in the following table:

Table 7. Results of Multiple Linear Regression Analysis
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	5,076	1,909	
	Brand Awareness	.329	.086	.465
	Endorsement	.288	.087	.403

a. Dependent Variable: Consumer Loyalty

Source: SPSS version 25 output

Based on the calculation results in table 7, the regression equation is arranged as follows:

$$Y = 5.076 + 0.329 X1 + 0.288 X2$$

It means :

- a = 5,076 : if *brand awareness*(X1), and *endorsement* (X2) are assumed to have no influence at all (=0), so consumer loyalty is 5.076.
- b1 = 0.329 : meaning if *brand awareness*(X1) increases by 1 (one) unit and *endorsement* (X2) remains the same, then consumer loyalty will increase by 0.329 units.
- b2 = 0.288 : meaning if *endorsement*(X2) increases by 1 (one) unit, *brand awareness* (X1) remains the same, then consumer loyalty will increase by 0.288 units.

Coefficient of Determination

The coefficient of determination is used to determine how much influence the independent variable has on the dependent variable. The value of the coefficient of determination is determined by the adjusted R square value as seen in table 5:

Table 8. Determination Test Results
Model Summary^b

Model	R	R Square	Adjusted R Square
1	.812a	.659	.646

a. Predictors: (Constant), Endorsement, Brand Awareness

b. Dependent Variable: Consumer Loyalty

Source: SPSS version 25 output

Based on table 8, it is known that the adjusted R square value is 0.646. This shows that the magnitude of the influence of brand awareness and endorsement on consumer loyalty is 65%, meaning that there are still other variables that influence purchasing decisions by 35%, but these variables were not examined in this study, because they have been adjusted to the number of independent variables.

Hypothesis Testing

t-test (Partial Influence Test)

Based on the results of the t-test that has been carried out, the following values were obtained:

Table 9. t-Test Results

Coefficients ^a		
Model	t	Sig.
1 (Constant)	2,659	.010
Brand Awareness	3,806	.000
Endorsement	3.306	.002

a. Dependent Variable: Consumer Loyalty

Source: SPSS version 25 output

Based on the calculations in table 9, it is known that:

- The brand awareness variable obtained a significance value of $0.000 < 0.05$ and a tcount value of 3.806 while the ttable was 1.673 which means $tcount > ttable$ so that it means H_0 (it is suspected that brand awareness does not affect consumer loyalty) is rejected and H_1 (it is suspected that brand awareness affects consumer loyalty) is accepted. Thus it is proven that brand awareness (X_1) partially or individually has a significant effect on consumer loyalty (Y).
- The endorsement variable obtained a significance value of $0.002 < 0.05$ and a t-count value of 3.306 while the t-table was 1.673, which means that $t-count > t-table$, so that H_0 (it is suspected that endorsement does not affect consumer loyalty) is rejected and H_2 (it is suspected that endorsement affects consumer loyalty) is accepted. Thus, it is proven that endorsement (X_2) partially or individually has a significant effect on consumer loyalty (Y).

F test (Simultaneous Influence Test)

Based on the results of the F test that has been carried out, the following values were obtained:

Table 10. F Test Results

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.

1	Regression	533,912	2	266,956	50,247	.000b
	Residual	276,270	52	5.313		
	Total	810.182	54			

a. Dependent Variable: Consumer Loyalty

b. Predictors: (Constant), Endorsement, Brand Awareness

Source: SPSS version 25 output

From the calculation of table 10, it is known that the sig. value is $0.000 < 0.05$ and Fcount is $50.247 > F_{table}$ of 2.773, which means that H_0 (it is suspected that brand awareness and endorsement do not affect consumer loyalty) is rejected and H_3 (it is suspected that brand awareness and endorsement affect consumer loyalty) is accepted. So it is proven that simultaneously brand awareness (X1) and endorsement (X2) have a significant effect on consumer loyalty (Y).

Discussion

From the test results conducted by the researcher, it was found that both variables have a significant influence on consumer loyalty. The explanation of each variable will be explained as follows:

The Influence of Brand Awareness Variable Partially on Consumer Loyalty to Chitato X Seventeen Products Among Young People in Kediri City

The brand awareness variable (X1) partially has a significant effect on consumer loyalty (Y). Because the results of the statistical test in table 9 show that the brand awareness variable obtains a significance value of $0.000 < 0.05$ and a tcount value of 3.806 while the ttable is 1.673 which means that $t_{count} > t_{table}$ so that it means that H_0 is rejected and H_1 is accepted. Thus, it is proven that brand awareness (X1) partially or individually has a significant effect on consumer loyalty (Y). The multiple linear regression test produces 0.329, meaning that if brand awareness (X1) increases by 1 (one) unit and endorsement (X2) remains the same, consumer loyalty will increase by 0.329 units. So with strong brand awareness, consumers are more likely to consider and buy products from that brand, opening up opportunities to build loyalty. This study supports research conducted by [5] which states that brand awareness has a significant influence on consumer loyalty.

In addition, this research is also in accordance with the theory that brand awareness is the ability of customers to remember and recognize a brand in a particular product category [3]. Brand awareness is related to the presence and strength of a brand in the minds of consumers, resulting in their ability to recognize the brand in various market conditions. Based on research results and expert theories, brand awareness is the initial foundation for building consumer loyalty. By strategically increasing brand awareness, businesses can create loyal relationships, increase trust, and ultimately, build loyal customers.

The Influence of Endorsement Variables Partially on Consumer Loyalty to Chitato X Seventeen Products Among Young People in Kediri City

The endorsement variable (X2) partially has a significant effect on consumer loyalty (Y). Because the results of the statistical test in table 9 show that the endorsement variable obtains a significance value of $0.002 < 0.05$ and a t-count value of 3.306 while the t-table is 1.673, which means that $t_{count} > t_{table}$, so that it means that H_0 is rejected and H_2 is accepted. Thus, it is proven that endorsement (X2) partially or individually has a significant effect on consumer loyalty (Y). The multiple linear regression test produces 0.288, meaning

that if endorsement (X2) increases by 1 (one) unit, brand awareness (X1) remains the same, then consumer loyalty will increase by 0.288 units. So when consumers believe in endorsers, this trust is often transferred to the advertised brand, which is the first step towards loyalty. This study supports research conducted by [6]2023 which states that endorsements have a significant influence on consumer loyalty.

In addition, this study is also in accordance with the theory that endorser is an icon or often referred to as a direct source to deliver a message and or demonstrate a product or service in promotional activities that aim to support the effectiveness of delivering product messages [4]. Based on the results of research and theories of experts, endorsement has great potential to increase consumer loyalty by increasing trust, forming connections with consumers and strengthening brand awareness. However, this success is highly dependent on the selection of endorsers that are in accordance with brand values and target consumers.

The Influence of Brand Awareness and Endorsement Variables Simultaneously on Consumer Loyalty to Chitato X Seventeen Products Among Young People in Kediri City

Based on table 8, it is known that the adjusted R square value is 0.646. This shows that the magnitude of the influence of brand awareness and endorsement on consumer loyalty is 62%, meaning that there are still other variables that influence consumer loyalty by 38%, but these variables were not examined in this study, because they have been adjusted to the number of independent variables, and in table 10, brand awareness (X1), and endorsement (X2) obtained a significance value of 0.000, because the probability of $0.000 < 0.05$ and Fcount of $50.247 > F_{table}$ of 2.773, then H_0 is rejected and H_3 is accepted. This means that brand awareness (X1) and endorsement (X2) simultaneously influence consumer loyalty.

The results of this study are in accordance with the results of research that brand awareness (X1) and endorsement (X2) have an effect on consumer loyalty [5][6][7][8]. Brand awareness and endorsement provide complementary effects on consumer loyalty to Chitato X Seventeen products among young people, brand awareness attracts initial attention and builds positive perceptions and endorsements strengthen consumer appeal and product credibility, creating deeper relationships with consumers. To maintain loyalty, it is important to ensure that products meet consumer expectations and continue to manage promotions that are relevant to young people in Kediri City.

Based on the results of previous research and studies, by utilizing the power of brand awareness and choosing the right endorser, the company can create a marketing strategy that not only increases sales but also builds long-term loyalty among young people in Kediri City.

4. Conclusion

This study basically focuses on marketing management issues, especially to determine how much influence the brand awareness and endorsement variables partially or simultaneously have a significant effect on consumer loyalty to Chitato X Seventeen products among young people in Kediri City. Based on the results of the research and data analysis that have been carried out, it can be concluded that:

- a. There is a significant partial influence of brand awareness on consumer loyalty to Chitato X Seventeen products among young people in Kediri City.
- b. There is a significant partial influence of endorsement on consumer loyalty to Chitato X Seventeen products among young people in Kediri City.

- c. There is a significant influence of brand awareness and endorsement simultaneously on consumer loyalty to Chitato X Seventeen products among young people in Kediri City.

For Chitato product companies, with the approach of brand awareness, endorsement and a combination of product innovation, strategic collaboration, and digital marketing approaches, Chitato can continue to maintain its position as a relevant snack that is popular with young people. A strategy that focuses on trends and preferences of young consumers will ensure customer loyalty and brand competitiveness in the market.

For further researchers, because in this study it is proven that there are still other variables that influence consumer loyalty but are not discussed in this study, this can be used as material to conduct further similar research by including other variables that are not yet in this study such as price variables, product quality, and promotion in order to obtain better results.

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