

***THE INFLUENCE OF BRAND AMBASSADOR AND SOCIAL MEDIA  
MARKETING ON PURCHASE DECISIONS OF ORTUSEIGHT FUTSAL SHOES  
(CASE STUDY ON FUTSAL ATHLETES IN INDONESIA, MALAYSIA, AND  
THAILAND)***

**PENGARUH BRAND AMBASSADOR DAN SOCIAL MEDIA MARKETING  
TERHADAP PURCHASE DECISION SEPATU FUTSAL ORTUSEIGHT  
(STUDI KASUS PADA ATLET FUTSAL DI INDONESIA, MALAYSIA, DAN  
THAILAND)**

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**ABSTRACT**

*This study aims to analyze the influence of brand ambassador and social media marketing on the purchase decision of Ortuseight futsal shoes among futsal athletes in Indonesia, Malaysia, and Thailand. Using a quantitative approach, data were collected through an online survey of 100 futsal athletes in Indonesia, Malaysia, and Thailand who are familiar with or have used Ortuseight products. Multiple linear regression analysis with SPSS version 27 was employed. The findings reveal that partially, brand ambassador has no significant effect on purchase decision ( $t\text{-count } 0.623 < t\text{-table } 1.984$ ,  $\text{sig. } 0.535 > 0.05$ ). Social media marketing also has no significant effect on purchase decision ( $t\text{-count } -0.025 < t\text{-table } 1.984$ ,  $\text{sig. } 0.980 > 0.05$ ). Simultaneously, brand ambassador and social media marketing have no significant effect on purchase decision ( $F\text{-count } 0.375 < F\text{-table } 3.09$ ,  $\text{sig. } 0.688 > 0.05$ ) with an Adjusted R Square value of only 0.8%. These results highlight that fundamental factors such as product quality, specifications, comfort, durability, and price are more dominant considerations for futsal athletes in making purchase decisions.*

**Keywords:** Brand Ambassador, Social Media Marketing, Purchase Decision, Ortuseight, Futsal Athletes.

**ABSTRAK**

Penelitian ini bertujuan menganalisis pengaruh *brand ambassador* dan *social media marketing* terhadap *purchase decision* sepatu futsal Ortuseight pada atlet futsal di Indonesia, Malaysia, dan Thailand. Menggunakan pendekatan kuantitatif, data dikumpulkan melalui survei online terhadap 100 atlet futsal di Indonesia, Malaysia, dan Thailand yang mengetahui atau pernah menggunakan produk Ortuseight. Analisis regresi linear berganda dengan SPSS versi 27 digunakan untuk analisis. Hasil penelitian menunjukkan bahwa secara parsial, *brand ambassador* tidak berpengaruh signifikan terhadap *purchase decision* ( $t\text{-hitung } 0,623 < t\text{-tabel } 1,984$ ,  $\text{sig. } 0,535 > 0,05$ ). *Social media marketing* juga tidak berpengaruh signifikan terhadap *purchase decision* ( $t\text{-hitung } -0,025 < t\text{-tabel } 1,984$ ,  $\text{sig. } 0,980 > 0,05$ ). Secara simultan, *brand ambassador* dan *social media marketing* tidak berpengaruh signifikan terhadap *purchase decision* ( $F\text{-hitung } 0,375 < F\text{-tabel } 3,09$ ,  $\text{sig. } 0,688 > 0,05$ ) dengan nilai *Adjusted R Square* hanya sebesar 0,8%. Temuan ini menegaskan bahwa faktor-faktor fundamental seperti kualitas produk, spesifikasi, kenyamanan, daya tahan, dan harga menjadi pertimbangan yang lebih dominan bagi atlet futsal dalam mengambil keputusan pembelian.

**Kata Kunci:** Brand Ambassador, Social Media Marketing, Purchase Decision, Ortuseight, Atlet Futsal.

**INTRODUCTION**

The sports industry in Southeast Asia has undergone a significant transformation in recent years, along with increasing public awareness of active and healthy lifestyles. This has not only impacted increased public participation in various sports activities but has also driven rapid growth in the sports equipment industry in the region.

Based on the latest report from TMO Group (2026), the e-commerce market for sports and outdoor products in Southeast Asia is projected to reach USD 200 million by 2025, with a compound annual growth rate (CAGR) of 6.3% until 2030. This data confirms that Southeast Asia has become a potential market for the sports equipment industry, including futsal shoes which

are a primary need for athletes and sports enthusiasts.

The year 2026 became a historic moment for the development of futsal in Southeast Asia. The ASEAN Futsal Championship 2026 held at Nonthaburi Hall, Bangkok, Thailand on April 12, 2026, produced a dramatic championship. Thailand successfully won the ASEAN Futsal Championship title for the 17th time after defeating the Indonesian national futsal team with a score of 2-1 in the final match. This series of prestigious tournaments has created an increasingly competitive and professional futsal ecosystem in Southeast Asia. This has directly impacted the increased demand for quality futsal equipment, especially futsal shoes which are a primary need for athletes. This momentum has been utilized by various brands, including local Indonesian brands, to expand their market share in the regional market.

In this dynamic landscape of the Southeast Asian sports shoe industry, Ortuseight emerges as a phenomenon worthy of academic study. This brand from Tangerang, Indonesia has successfully achieved the proud achievement of becoming the best-selling shoe brand on e-commerce platforms in Indonesia, defeating major international brands such as Adidas, Nike, Puma, and Asics in terms of sales volume. Based on data from TMO Group (2026), Ortuseight successfully occupies the top position with a 22 percent market share, surpassing Adidas in second position with 20 percent. This success has become the foundation for Ortuseight to expand to the Southeast Asian regional market.

Ortuseight is an original Indonesian brand owned, designed, developed, and produced domestically, using almost 100% locally produced materials (Ortuseight, 2026). The brand

philosophy focusing on Indonesian sports for the younger generation by providing sports footwear and fashion complements has been key to Ortuseight's success in winning consumer hearts in the domestic market. Ortuseight's expansion into the Southeast Asian market is tangible evidence that local Indonesian products are capable of competing in the regional arena.

The brand ambassador strategy has become one of the main pillars of Ortuseight's marketing in both domestic and regional markets. The company strategically partners with professional athletes from various sports, with the main focus on football and futsal which are their business core. Ortuseight does not limit itself to domestic athletes but also reaches the regional market by partnering with futsal stars from neighboring countries, such as Faisal Halim from the Malaysian National Team as well as the coach and goalkeeper of the Thai national futsal team. This strategic step shows that Ortuseight is serious about building its image as a regional brand, not just a local player.

According to organizational administrative data, Ortuseight's market share in Indonesia reached 22% in 2025, but the company faces challenges in the Malaysian and Thai markets where Western brands still dominate. Research by Jamil et al. (2022) found that marketing strategies, including pricing and social media marketing, significantly influence consumer decision-making processes. However, these studies have not specifically examined purchase decisions in the context of local brand sports products expanding to regional markets with cross-country brand ambassador strategies.

To strengthen the data, the researcher conducted a preliminary observation of online testimonials on Ortuseight's Shopee Malaysia and Thailand platforms. The findings revealed that while product ratings were high (4.9/5.0), several testimonials indicated that consumers still compared Ortuseight with international brands. Furthermore, interviews with several futsal athletes indicated that their purchase decisions were more influenced by product quality and comfort rather than brand ambassador endorsements.

The urgency of this research is further strengthened by the absence of a comprehensive study examining the influence of brand ambassador and social media marketing on purchase decisions of Ortuseight futsal shoes among futsal athletes in Indonesia, Malaysia, and Thailand. In fact, this segmentation is highly relevant considering that Malaysia and Thailand are Ortuseight's main expansion markets in Southeast Asia. Based on this background, this study aims to analyze the influence of brand ambassador and social media marketing on the purchase decision of Ortuseight futsal shoes with a case study on futsal athletes in Indonesia, Malaysia, and Thailand.

## LITERATUR REVIEW

### Brand Ambassador

A brand ambassador is a person who has influence on the public and is chosen by the company to represent and promote the brand to the public. In research by Soka et al. (2025), a brand ambassador is defined as someone who has a love for the brand and is able to influence consumers to buy products through the positive representation they perform. According to Soka et al. (2025), the brand ambassador variable consists of several main dimensions as follows:

visibility, credibility, attraction, power, recognition, reputation, and affinity royalty.

### Social Media Marketing

Social media marketing is the utilization of social media platforms to communicate with audiences, build brands, increase sales, and drive website traffic. Platforms such as Instagram have become the main channel for consumers to search for information, compare products, read reviews, and make decisions. Research by Viyang et al. (2026) defines digital marketing as a marketing strategy that utilizes digital channels to reach target audiences in a more measurable and personal way. The dimensions of social media marketing according to Viyang et al. (2026) consist of four dimensions: content creation, interaction, reach, and trust.

### Purchase Decision

Purchase decision is the stage in the consumer decision-making process where consumers actually buy the product. Kotler et al. (2021) define purchase decision as the stage where consumers have determined their choice and made a purchase transaction for a product or service. According to Kotler et al. (2021), consumer purchase decisions can be measured through five main dimensions that reflect the consumer decision-making process: product choice, brand choice, dealer choice, purchase timing, and purchase amount.

### Relationships Between Variables

1. *Brand Ambassador* → *Purchase Decision*: Based on source credibility theory, messages delivered by credible sources will be more convincing and influence message recipients. In this context, professional futsal athletes who are Ortuseight brand ambassadors are

positioned as credible sources who can influence purchasing decisions. Research by Rohmah et al. (2025) proves that celebrity endorsers have a positive and significant influence on purchasing decisions directly.

2. *Social Media Marketing → Purchase Decision*: This relationship is based on the Stimulus-Organism-Response (S-O-R) framework, where social media marketing activities as a stimulus contribute to consumer engagement as an organism, which in turn strengthens purchasing behavior as a response (Mulyatun et al., 2025). Rohmah et al. (2025) proves that social media marketing has a positive and significant influence on purchasing decisions directly.

3. *Brand Ambassador dan Social Media Marketing → Purchase Decision*: The simultaneous relationship between these two variables is based on the idea that their combination can create a strong synergy. Brand ambassadors provide credibility and attractiveness, while social media provides a platform for interaction and wide message dissemination. Research by Rohmah et al. (2025) proves that simultaneously, celebrity endorsers and social media marketing have a positive and significant influence on purchasing decisions.

The research paradigm illustrates the relationship among three main variables: brand ambassador (X1) and social media marketing (X2) as independent variables, and purchase decision (Y) as the dependent variable.

This study therefore aims to examine whether brand ambassador influences purchase decisions and whether social media marketing strengthens purchase decisions among futsal athletes in Indonesia, Malaysia, and Thailand. Based on the research framework and objectives, the hypotheses to be tested in this study are as follows:

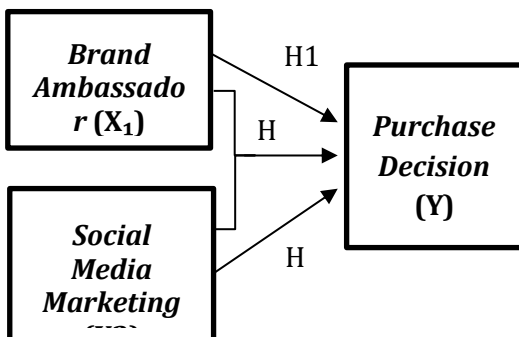
- H1:** Brand ambassador has an effect on purchase decision.
- H2:** Social media marketing has an effect on purchase decision.
- H3:** Brand ambassador and social media marketing simultaneously have an effect on purchase decision.

**RESEARCH METHOD**

The research population includes all futsal athletes in Indonesia, Malaysia, and Thailand who know or have used Ortuseight futsal shoe products. Population refers to the entire group of individuals to be studied. In this study, since the population size is unknown, the minimum sample size was determined using the Lemeshow formula for infinite populations, which yielded a minimum sample of 97 respondents. A total of 100 respondents were successfully collected to anticipate incomplete questionnaires. The sampling technique used was purposive sampling with specific criteria: (1) active futsal athletes, (2) residing in Indonesia, Malaysia, or Thailand, and (3) familiar with or having used Ortuseight futsal shoe products.

Data collection in this study was carried out through two approaches. First, a literature review was conducted by examining previous studies accessed

**Conceptual Framework**



**Figure 1. Conceptual Framework**

through digital platforms such as Google Scholar, Emerald Insight, and ScienceDirect, aiming to strengthen the theoretical foundation related to the research phenomenon. Second, a questionnaire survey was administered based on the variables of brand ambassador (14 items), social media marketing (8 items), and purchase decision (8 items), consisting of 30 items administered via Google Forms. The questionnaire was distributed online through communication platforms such as Instagram and WhatsApp direct messages.

Data analysis was performed using the Statistical Package for Social Science (SPSS) version 27. Before testing the relationships between variables, the study first ensured that the instruments used were valid and reliable. Validity testing used Pearson product moment with the criterion  $r\text{-count} > r\text{-table}$  (0.361) at 5% significance. Reliability testing used Cronbach's Alpha with the criterion value  $> 0.60$ . After that, classical assumption tests were conducted including normality test (Kolmogorov-Smirnov), multicollinearity test (tolerance and VIF), heteroscedasticity test (Glejser), and autocorrelation test (Durbin-Watson). Verificative analysis was performed using multiple linear regression analysis, coefficient of determination ( $R^2$ ), as well as partial hypothesis testing (t-test) and simultaneous hypothesis testing (F-test) at 5% significance level.

## RESULT AND DISCUSSION

### Respondent Characteristics

Data from 100 respondents provides a strong picture of the behavior of futsal athletes exposed to brand ambassador and social media marketing in the context of Ortuseight futsal shoes. The majority of respondents were male

(90%), reflecting male dominance in futsal. The age range of respondents was dominated by the 20-23 year age group (49%) and 24-27 years (37%), groups known as athletes in their productive years who are most active in using social media. Based on country of origin, respondents came from Indonesia (49%), Thailand (26%), and Malaysia (25%).

### Validity and Reliability Test Results

The validity test results indicate that all items in the brand ambassador variable have r-count values greater than the critical r-table value (0.361). The obtained r-values range from 0.368 to 0.773.

**Table 1. Validity of Intrinsic Brand Ambassador Variable**

Question Item	r count	r table	Test Result
1	0.522	0.361	Valid
2	0.739	0.361	Valid
3	0.572	0.361	Valid
4	0.575	0.361	Valid
5	0.368	0.361	Valid
6	0.661	0.361	Valid
7	0.429	0.361	Valid
8	0.679	0.361	Valid
9	0.773	0.361	Valid
10	0.600	0.361	Valid
11	0.660	0.361	Valid
12	0.725	0.361	Valid
13	0.693	0.361	Valid
14	0.492	0.361	Valid

For the social media marketing variable, all statement items also show r-count values exceeding the critical r-table value, ranging from 0.674 to 0.872.

**Table 2. Validity of Intrinsic Social Media Marketing Variable**

Question Item	r count	r table	Test Result
1	0.730	0.361	Valid
2	0.815	0.361	Valid
3	0.750	0.361	Valid

4	0.674	0.361	Valid
5	0.806	0.361	Valid
6	0.798	0.361	Valid
7	0.709	0.361	Valid
8	0.872	0.361	Valid

All statement items of the purchase decision variable show calculated r-values that are higher than the critical r-table value, with values ranging from 0.728 to 0.925.

**Table 3. Validity of Intrinsic Purchase Decision Variable**

Question Item	r count	r table	Test Result
1	0.838	0.361	Valid
2	0.837	0.361	Valid
3	0.852	0.361	Valid
4	0.728	0.361	Valid
5	0.872	0.361	Valid
6	0.772	0.361	Valid
7	0.902	0.361	Valid
8	0.925	0.361	Valid

According to Ghozali (2021), a variable is considered reliable if it has a Cronbach's Alpha value greater than 0.60. The following table presents the results of the reliability test in this study:

**Table 4. Reliability Statistics**

Variable	Cronbach's Alpha	N of Items	Test Result
X1	0.869	14	Reliable
X2	0.898	8	Reliable
Y	0.940	8	Reliable

Based on the data processing results, the Cronbach's Alpha values for all variables exceed 0.60, indicating that all variables in this study meet the reliability criteria. Thus, it can be concluded that all statement items for the brand ambassador, social media marketing, and purchase decision variables are reliable. This means that the research instrument has a good level of consistency and is capable of producing trustworthy data.

**Multiple Linear Regression Analysis**

The multiple linear regression analysis resulted in the following equation:

**Table 5. Multiple Linear Regression Analysis**

Model		Coefficients <sup>a</sup>				Tolerance	VIF
		Unstandardized Coefficients B	Standard Error	Standardized Coefficients Beta	T		
1	(Constant)	29.002	0.338		8.880	<.001	
	SocialMediaMarketing	.053	.005	.090	12.9	.000	.998
	BrandAmbassador	-.004	.004	-.094	-1.025	.300	.998

a. Dependent Variable: PurchaseDecision

$$Y = 29,002 + 0,053X_1 - 0,004X_2 + e$$

The constant value (a) of 29.002 means that when the independent variables are considered constant, the purchase decision value remains at 29.002. The brand ambassador coefficient of 0.053 means that each one-unit increase in brand ambassador will affect purchase decision by 0.053 units. The social media marketing coefficient of -0.004 means that each one-unit increase in social media marketing actually has a negative effect on purchase decision by 0.004 units.

**Coefficient of Determination (R<sup>2</sup>)**

According to Sugiyono (2022), regression analysis is used to determine the direction and magnitude of the influence of independent variables on the dependent variable.

**Table 6. Coefficient of Determination (R<sup>2</sup>)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.088 <sup>a</sup>	.008	-.013	5.55705

a. Predictors: (Constant), SocialMediaMarketing, BrandAmbassador

Based on the data processing results, the R value was 0.088, indicating a very weak relationship between the independent and dependent variables (8.8%). The Adjusted R Square value was 0.008, meaning that the ability of independent variables to explain variations in the dependent variable is only 0.8%. The remaining 99.2% is explained by other variables not examined in this study.

### Hypothesis Testing Partial Test (t-test)

The brand ambassador variable ( $X_1$ ) obtained a significance value of  $0.535 > 0.05$  and t-count of  $0.623 < t$ -table 1.984, thus  $H_1$  is rejected. This means that brand ambassador has no significant effect on the purchase decision of Ortuseight futsal shoes among futsal athletes in Indonesia, Malaysia, and Thailand. The social media marketing variable ( $X_2$ ) obtained a significance value of  $0.980 > 0.05$  and t-count of  $-0.025 < t$ -table 1.984, thus  $H_2$  is rejected. This means that social media marketing has no significant effect on purchase decision.

### Simultaneous Test (F-Test)

The decision criteria for the F-test are as follows:

1. If the significance value is less than 0.05, the independent variables simultaneously have a significant effect on the dependent variable.
2. If the significance value is greater than 0.05, the independent variables simultaneously do not have a significant effect.

Table 7. Simultaneous Test

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.148	2	11.574	.375	.688 <sup>b</sup>
	Residual	2955.442	97	30.581		
	Total	3018.590	99			

a. Dependent Variable: PurchaseDecision

b. Predictors: (Constant), SocialMediaMarketing, BrandAmbassador

After conducting the F-test, the results showed that the significance value (0.688) was greater than 0.05 and the F-count (0.375) was lower than F-table (3.090). This indicates that the independent variables (Brand Ambassador and Social Media Marketing) simultaneously do not have a significant effect on the dependent variable (Purchase Decision), so  $H_3$  is rejected.

### Discussion

#### Influence of Brand Ambassador on Purchase Decision

The findings indicate that brand ambassador does not have a significant effect on purchase decision. This suggests that the presence of brand ambassadors does not directly encourage futsal athletes to decide to purchase Ortuseight products. In the context of futsal athletes in Southeast Asia, purchase decisions are more based on rational and technical considerations such as product quality, shoe specifications, comfort, and durability, rather than being influenced by brand ambassador figures.

These findings are consistent with research by Wahyuni et al. (2022) on VIVA cosmetic products, which found that brand ambassadors do not influence repurchase decisions, where product quality was actually the more dominant factor. Futsal athletes tend to have in-depth knowledge about sports equipment, so they prioritize product function and performance over external factors such as brand ambassador popularity or attractiveness.

#### Influence of Social Media Marketing on Purchase Decision

The results indicate that social media marketing does not have a significant effect on purchase decision. This demonstrates that the quality of social media content and interactions does not play an important role in building futsal athletes' purchase decisions.

These findings align with research by Wahyudi (2025) on Brain Academy education services, which found that interactivity and entertainment features in social media marketing do not influence purchasing decisions. Futsal athletes as respondents rely more on trusted and relevant information sources

for their professional needs, such as recommendations from fellow athletes, coaches, or direct product experience, compared to promotional content on social media. Professional athletes tend to already have loyalty to specific brands that have proven their quality, making marketing content on social media insufficient to change their preferences.

### **Simultaneous Influence of Brand Ambassador and Social Media Marketing on Purchase Decision**

The simultaneous test results show that both variables together have no significant effect on purchase decision, reinforced by the very low Adjusted R Square value of only 0.8%. This indicates that fundamental factors such as product quality, shoe specifications, comfort, durability, and price offered by Ortuseight are the main considerations for futsal athletes in making purchase decisions. Professional futsal athletes tend to be rational and performance-oriented, thus prioritizing functional aspects of products compared to promotional and image-based marketing strategies.

## **CONCLUSION AND SUGGESTION**

### **Conclusion**

Based on the findings and discussion presented above, it can be concluded that:

1. Brand ambassador does not have a significant effect on the purchase decision of Ortuseight futsal shoes among futsal athletes in Indonesia, Malaysia, and Thailand. This indicates that the presence of brand ambassadors does not directly encourage futsal athletes to decide to purchase Ortuseight products. Purchase decisions are more based on rational and technical considerations such as product quality,

specifications, comfort, and durability.

2. Social media marketing does not have a significant effect on the purchase decision of Ortuseight futsal shoes among futsal athletes in Indonesia, Malaysia, and Thailand. Futsal athletes rely more on trusted information sources such as recommendations from fellow athletes, coaches, or direct product experience, compared to promotional content on social media.
3. There is no simultaneous effect of brand ambassador and social media marketing on the purchase decision of Ortuseight futsal shoes among futsal athletes in Indonesia, Malaysia, and Thailand. Fundamental factors such as product quality, specifications, comfort, durability, and price are the main considerations for professional futsal athletes who are rational and performance-oriented.

### **Suggestion**

Based on the conclusions drawn from this study, several suggestions are proposed for both practical and academic purposes.

From a practical standpoint, the management of Ortuseight is encouraged to re-evaluate marketing strategies by shifting budget allocation from cross-country brand ambassador programs to more fundamental aspects such as improving product quality, developing innovative outsole technology, and increasing product comfort. Additionally, Ortuseight should shift to a more personal and community-based approach, such as building loyal user forums, holding product trial events, and facilitating interaction among Ortuseight user athletes.

From an academic perspective, future researchers are encouraged to explore additional variables that may

influence purchase decisions in sports product contexts, such as product quality, price, brand image, brand trust, or recommendations from fellow athletes. Future researchers can also develop research models with mediating variables such as brand image or brand trust, or moderating variables such as product involvement and price sensitivity, and expand the geographical scope to other Southeast Asian countries such as Vietnam, the Philippines, or Singapore using larger sample sizes and qualitative approaches such as in-depth interviews or focus group discussions.

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