

The Influence of Brand Image, Advertising Appeal, and Lifestyle on The Purchase Intention of Janji Jiwa Consumer

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Abstrak

Penelitian ini bertujuan untuk mengkaji sejauh mana pengaruh citra merek, daya tarik iklan, serta gaya hidup terhadap minat beli konsumen produk Janji Jiwa. Pendekatan yang digunakan dalam penelitian ini adalah metode kuantitatif. Teknik pengambilan sampel diterapkan melalui non-probability sampling dengan total responden berjumlah 204 orang. Data penelitian diperoleh melalui distribusi kuesioner kepada konsumen Janji Jiwa. Analisis data dilakukan menggunakan regresi linier berganda dengan bantuan perangkat lunak SPSS versi 31. Hasil analisis menunjukkan bahwa citra merek memiliki nilai t hitung sebesar 4,266, daya tarik iklan sebesar 5,806, dan gaya hidup sebesar 5,429, dengan tingkat signifikansi masing-masing sebesar 0,000, yang menunjukkan bahwa ketiga variabel tersebut berpengaruh positif dan signifikan terhadap minat beli konsumen. Secara simultan, ketiga variabel tersebut menjelaskan sebesar 71,9% mempengaruhi minat beli konsumen sementara sisanya sebesar 28,1% dipengaruhi oleh faktor lain di luar variabel yang diteliti. Temuan ini menunjukkan bahwa penguatan citra merek, penggunaan iklan yang efektif dan persuasif, serta keselarasan strategi pemasaran dengan gaya hidup konsumen menjadi faktor penting dalam meningkatkan minat beli terhadap produk Janji Jiwa.

Kata Kunci: Citra Merek; Daya Tarik Iklan; Gaya Hidup; Minat Beli.

Abstract

This study aimed to examine the influence of brand image, advertising appeal, and lifestyle on consumer interest in purchasing Janji Jiwa products. A quantitative approach was used in this study. The sampling technique applied was non-probability sampling with a total of 204 respondents. The research data was obtained through the distribution of questionnaires to Janji Jiwa consumers. Data analysis was performed using multiple linear regression with the help of SPSS software version 31. The analysis results indicate that brand image has a t-calculated of 4.266, advertising appeal has a t-calculated of 5.806, and lifestyle has a t-calculated of 5.429, with significance levels of 0.000 for each variable. These findings demonstrate that all three variables have a positive and significant effect on consumer purchase intention. Simultaneously, these three variables explain 71.9% of the influence on consumer purchase interest while the remaining 28.1% is attributable to other factors not examined in this study. These findings underscore the strategic importance of enhancing brand positioning, utilizing persuasive advertising appeals, and aligning marketing initiatives with consumer lifestyles to promote a higher purchase intention.

Keyword: Brand Image; Advertising Appeal; Lifestyle; Purchase Intention.

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1. Introduction

The rapid expansion of the beverage industry in Indonesia has transformed coffee shops from simple consumption spaces into important social hubs for work, leisure, and interaction. In this increasingly competitive market, brands are required not only to offer quality products but also to build strong relationships with consumers. Janji Jiwa, as one of the leading local coffee chains, continues to face intense competition while simultaneously managing consumer expectations regarding service quality, brand consistency, and promotional programs. Several observable issues, such as negative online reviews related to service performance, unmet promotional claims, and mismatches between consumer expectations and actual experiences, indicate potential risks to brand image and purchase intention. These conditions raise a critical question regarding which factors most strongly influence consumer willingness to purchase, particularly among urban consumers who increasingly view coffee consumption as part of their lifestyle. Understanding the roles of brand image, advertising appeal, and lifestyle is therefore essential, not only for explaining variations in purchase intention but also for supporting more effective managerial decision-making. Accordingly, this research was conducted to obtain empirical evidence and deeper insight into how these factors collectively shape consumer purchase intention toward Janji Jiwa products.

Over the past decade, attention has increasingly focused on psychological and marketing constructs as key determinants of purchase intention, with brand image emerging as one of the most salient factors. Brand image is widely recognized as an important factor influencing purchase intention, as it shapes consumer perceptions and differentiates brands in competitive markets. In the context of Janji Jiwa, maintaining a positive brand image is essential to sustaining consumer interest and purchase intention. In contemporary consumer environments, individuals are constantly exposed to a variety of advertising stimuli and brand communications that compete for their attention. Advertising appeal plays a crucial role in attracting consumer attention and shaping attitudes toward a brand. Ineffective or misleading promotional messages may reduce consumer trust and negatively influence purchase intention. Lifestyle is also recognized as an important determinant of consumer behavior, as individuals tend to choose products that align with their daily activities and self-expression. In urban settings, coffee consumption has become part of consumers' lifestyle, making this variable relevant in explaining purchase intention. Although previous studies have examined these variables across various industries, most have focused on cosmetics, fashion, and e-commerce and the results remain inconsistent. This study addresses the gap by simultaneously analyzing brand image, advertising appeal, and lifestyle in relation to purchase intention among Janji Jiwa consumers. The primary objective of this study is to analyze the influence of brand image, advertising appeal, and lifestyle on the purchase intention of Janji Jiwa consumer. Specifically, the research aims to examine both the partial and simultaneous effects of these variables within a single empirical model. The primary objective of this study is to analyze brand image, advertising appeal, and lifestyle will each have a positive and significant effect on purchase intention, and that their combined influence will meaningfully explain consumer purchasing intention. The findings are anticipated to contribute theoretically to the literature on consumer behavior and practically to marketing strategies for coffee brands.

2. Literature Review

2.1 Brand Image

Kotler and Keller, as referenced in Akhmalia & Fadilla (2023), define brand image as a collection of attributes, including names, symbols, designs, or their combinations, that enable a brand to be recognized and differentiated from others. In Sipahutar & Wasiman (2025) brand image can be defined as the collective set of consumers' perceptions and beliefs regarding a brand, developed through the information and experiences they encounter. Meanwhile, Setiadi describes brand image as the overall perception

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held by consumers, which develops from the information received and prior experiences related to the brand (Fasha *et al.*, 2022). In addition, Prayogo *et al.*, (2023) identify three main indicators used to assess brand image, namely corporate image, product image, and user image.

2.2 Advertising Appeal

Advertising appeal can be understood as the approach employed to attract consumer attention and arouse interest, thereby shaping consumers' emotional perceptions of a product (Salsabila & Nugroho, 2022). Effective advertising appeal enables marketers to deliver messages clearly, persuade target audiences, and influence consumers who are increasingly selective in their purchasing decisions (Kasman, 2023). Morissan, as referenced in Sari *et al.*, (2022), explains that advertising appeal serves as a mechanism for motivating individuals by capturing their attention in a manner that corresponds to their needs. Furthermore, Amandeep, as cited in Sandrina & Dirbawanto (2023), proposes that advertising appeal is reflected through several indicators, including attractiveness, distinctiveness, informativeness, clarity, and the intention to purchase.

2.3 Lifestyle

Lifestyle explained by Moehadi *et al.*, (2024) as not merely being reflected in individual identity and personality, but also being used as a means of self-expression, social recognition, and as a factor that influences both physical and mental well-being. Lifestyle describes an individuals way of life, which is reflected through patterns of daily activities, personal interests, and socio-economic conditions. More than habitual actions, lifestyle encompasses self-expression and illustrates how individuals relate to and interact with their social environment (Fabella *et al.*, 2023). In the context of consumer behavior, lifestyle can be observed in the way individuals organize their personal routines, participate in social life, behave in public spaces, and communicate social identity through symbolic expressions (Efendi *et al.*, 2022). Assauri, as cited in Praditha *et al.*, (2022) identifies three primary indicators for measuring lifestyle: activity, interest, and opinion.

2.4 Purchase Intention

Kusumayanti *et al.*, (2022) describe purchase intention as a consumer's inclination that indicates an interest in performing actions aimed at obtaining or possessing a product or service. In contrast, Satriawan and Satriawan & Saputra, (2023) explain purchase intention as a form of consumer interest that motivates the intention to carry out a purchase transaction involving a specific quantity within a particular time frame. Akbar *et al.*, (2023) highlight that purchase intention plays a pivotal role in marketing and sales strategies, as it represents an essential process through which consumer interest is converted into real purchasing actions. Additionally, Kotler and Keller, as referenced in Akbar *et al.*, (2023), outline several dimensions of purchase intention, namely transactional intention, referential intention, preferential intention, and exploratory intention.

3. Research Methodology

The study was conducted in Batam City, Riau Islands Province, Indonesia. The object of the study consists of Janji Jiwa consumers who have engaged in purchasing activities and have experience consuming the brand's products. The data used in this research are quantitative. Quantitative data consist of numerical values or qualitative responses that have been converted into numerical scores through a structured scoring process, allowing them to be analyzed statistically (Sugiyono, 2018). Data were collected through a structured questionnaire containing a series of written statements distributed to respondents in order to obtain their responses. The population is defined as the entire group of subjects that possess specific characteristics relevant to the research problem and from which generalizations are drawn (Cleavelano & Evyanto, 2024). In this study, the population comprises customers who have purchased and consumed Janji Jiwa products in Batam City. However, because the exact size of this

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population cannot be identified, it is categorized as an indeterminate population. A sample represents a subset of the population selected to reflect its characteristics, as studying all members is not feasible due to limitations of time, cost, and resources. When sampling is conducted appropriately, the findings obtained can be generalized to the wider population (Sugiyono, 2018). Sample size was determined using Jacob Cohen formula, resulting in a minimum requirement of 204 respondents. This research employs a non-probability sampling technique. According to Sugianto, as cited in Amin *et al.*, (2023), not every population member has an equal chance of being selected. Non-probability sampling is used when respondents are chosen based on specific criteria relevant to the research objectives. The criteria in this study include consumers who reside in Batam, Kepulauan Riau, Indonesia, and who have previously purchased and consumed Janji Jiwa products. To examine the relationships among the research variables, the data were initially subjected to validity and reliability tests to confirm the accuracy and consistency of the measurement instruments. Subsequently, multiple linear regression analysis was applied, followed by hypothesis testing through partial t-tests and simultaneous f-tests, as well as the calculation of the coefficient of determination (R^2) to evaluate the model's explanatory capability. These analytical procedures enable the study to evaluate both the individual and combined effects of brand image, advertising appeal, and lifestyle on purchase intention.

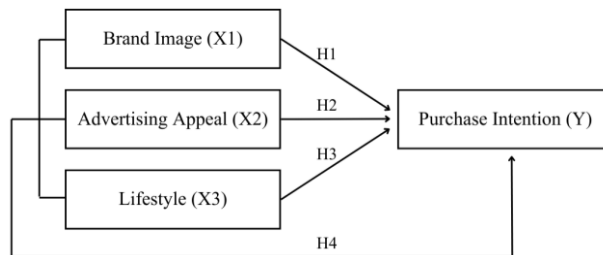


Figure 1. Conceptual Framework

4. Hasil dan Pembahasan

4.1 Hasil

From 204 respondents, the following demographic profile was obtained. This table is presented to describe the characteristics of the sample that may influence variations in purchase intention.

Table 1. Demographic Profile of Respondents

Category	Description	Frequency	%
Gender	Male	33	16,2%
	Female	171	83,8%
Age	17 - 21	114	55,9%
	22 - 26	70	34,3%
	27 - 31	8	3,9%
	32 - 36	3	1,5%
	> 36	9	4,4%
Occupation	Students	152	74,5%
	Civil servants	4	2%
	Private sector employees	34	16,7%
	Entrepreneurs	8	3,9%
	Laborers	0	0%
	Housewives	1	0,5%
	Unemployed	4	2%

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	Dancers	1	0,5%
Latest education	Elementary School	0	0%
	Junior High School	4	2%
	Senior High School/Vocational School	143	70,1%
	Bachelor's Degree (S1)	57	27,9%
Product Used	1 - 3 time	104	51%
	4 - 6 time	41	20,1%
	> 6 time	59	28,9%

Based on respondent characteristics, female respondents dominate the sample, accounting for 83.8%, indicating that the majority of respondents are women. In terms of age, the largest proportion of respondents falls within the 17–21 years age group, representing 55.9%, which shows the dominance of young consumers. Regarding occupation, most respondents are students, comprising 74.5%, suggesting that the sample is largely dominated by individuals from an academic background. Based on the latest education level, respondents with senior high school/vocational school education are the most dominant, with a percentage of 70.1%, indicating that most respondents have a secondary education background. Finally, in the product usage frequency category, respondents who used the product 1–3 times dominate, accounting for 51%, indicating that most respondents are occasional to moderate users.

Table 2. Validity Test Results

Variable	Instrument	R Calculated	R Table	Description
Brand Image (X1)	X1.1	0,648	0,137	Valid
	X1.2	0,571	0,137	Valid
	X1.3	0,739	0,137	Valid
	X1.4	0,797	0,137	Valid
	X1.5	0,814	0,137	Valid
	X1.6	0,752	0,137	Valid
Advertising Appeal (X2)	X2.1	0,740	0,137	Valid
	X2.2	0,727	0,137	Valid
	X2.3	0,806	0,137	Valid
	X2.4	0,710	0,137	Valid
	X2.5	0,756	0,137	Valid
	X2.6	0,784	0,137	Valid
	X2.7	0,705	0,137	Valid
	X2.8	0,671	0,137	Valid
	X2.9	0,718	0,137	Valid
	X2.10	0,755	0,137	Valid
Lifestyle (X3)	X3.1	0,737	0,137	Valid
	X3.2	0,803	0,137	Valid
	X3.3	0,863	0,137	Valid
	X3.4	0,836	0,137	Valid
	X3.5	0,872	0,137	Valid
	X3.6	0,689	0,137	Valid
Purchase Intention (Y)	Y1	0,751	0,137	Valid
	Y2	0,807	0,137	Valid
	Y3	0,811	0,137	Valid
	Y4	0,753	0,137	Valid
	Y5	0,800	0,137	Valid
	Y6	0,824	0,137	Valid

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Y7	0,783	0,137	Valid
Y8	0,558	0,137	Valid

The results of the validity assessment indicate that all calculated correlation coefficients (r-calculated) for the measurement instruments are greater than the critical r-table value of 0,137. This demonstrates that each measurement item exhibits strong construct validity and is able to effectively and accurately represent the variables X1, X2, X3, and Y examined in this research.

Table 3. Reliability Test Results

Variabel	Cronbach's Alpha	N of Items	Description
Brand Image (X1)	0,814	6	Reliable
Advertising Appeal (X2)	0,905	10	Reliable
Lifestyle (X3)	0,888	6	Reliable
Purchase Intention (Y)	0,895	8	Reliable

The results of the reliability assessment demonstrate that all variables in this study achieved Cronbach's Alpha coefficients exceeding the minimum acceptable threshold of 0,60. The brand image variable reported a Cronbach's Alpha value of 0,814, advertising appeal yielded 0,905, lifestyle obtained 0,888, and purchase intention recorded 0,895. These findings indicate a high degree of internal consistency among the measurement items, thereby confirming that the research instruments are statistically reliable and appropriate for use in empirical data collection and subsequent multivariate analysis. These results indicate that each variable demonstrates a high level of internal consistency. Therefore, all research instruments are deemed reliable and appropriate for use in data collection.

Table 4. Multiple Linear Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0,598	1,443		0,415	0,679
Brand Image	0,377	0,088	0,263	4,266	0,000
Advertising Appeal	0,340	0,059	0,361	5,806	0,000
Lifestyle	0,347	0,064	0,314	5,429	0,000

a. Dependent Variable: Purchase Interest

Based on the regression results, the multiple linear regression equation can be formulated as:

$$Y = 0,598 + 0,377X_1 + 0,340X_2 + 0,347X_3$$

The interpretation of the regression equation is as follows:

- 1) The constant value of 0.598 indicates that when all independent variables (X1, X2, and X3) are assumed to be zero, the value of the dependent variable (Y) is 0,598.
- 2) The regression coefficient of X1 (0,377) suggests that a one-unit increase in X1 leads to an increase of 0,377 (or 37,7%) in the dependent variable (Y), assuming other independent variables remain unchanged.
- 3) The regression coefficient of X2 (0,340) indicates that a one-unit increase in X2 results in an increase of 0,340 (or 34,0%) in Y, assuming other independent variables remain unchanged.
- 4) The regression coefficient of X3 (0,347) implies that a one-unit increase in X3 contributes to an increase of 0,347 (or 34,7%) in the dependent variable (Y), assuming other independent variables remain unchanged.

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Table 5. Coefficient of Determination (R²) Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,850 ^a	0,723	0,719	3,2743

The model summary reports an Adjusted R Square value of 0,719, indicating that 71,9% of the variation in purchase intention can be explained jointly by brand image, advertising appeal, and lifestyle. These independent variables make a substantial contribution to explaining differences in consumer purchase intentions. Meanwhile, the remaining 28,1% of the variance is attributable to other factors that were not incorporated in the present research model.

Table 6. T-Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0,598	1,443		0,415	0,679
Brand Image	0,377	0,088	0,263	4,266	0,000
Advertising Appeal	0,340	0,059	0,361	5,806	0,000
Lifestyle	0,347	0,064	0,314	5,429	0,000

a. Dependent Variable: Purchase Interest

T-test is applied to assess the individual (partial) effect of each independent variable on the dependent variable within the multiple regression model. The results show that:

- 1) The statistical results confirm that brand image (X1) exerts a significant positive effect on consumer purchase intention toward Janji Jiwa. This conclusion is supported by a t-statistic value of 4.266, which exceeds the critical threshold of 1.972, along with a probability value of 0.000 that is below the 0.05 significance level.
- 2) The analysis reveals that advertising appeal (X2) makes a statistically significant positive contribution to purchase intention. The obtained t-statistic of 5.806 surpasses the established critical value of 1.972, while the associated probability value of 0.000 satisfies the criterion for statistical significance.
- 3) Lifestyle (X3) is shown to have a positive and significant influence on consumer purchase intention. This finding is evidenced by a t-statistic of 5.429, which is greater than the critical value of 1.972, and a probability value of 0.000 that falls within the acceptable significance range.

Table 7. F-Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	5461,056	3	1820,352	173,973	<,001 ^b
Residual	2092,689	200	10,463		
Total	7553,745	203			

Based on the analysis results, the F-calculated obtained is 173,973 with a significance value of Sig. < 0,001. Because this value is below the 0,05 significance threshold, the regression model meets the criterion for statistical significance. Moreover, the F-calculated (173,973) is substantially higher than the critical F-table value of 2,65, reinforcing the conclusion that the fourth hypothesis is accepted and the null hypothesis is rejected. Therefore, it can be concluded that brand image, advertising appeal, and lifestyle collectively exert a significant influence on consumers' purchase intention toward Janji Jiwa.

4.2 Discussion

Hypothesis one is accepted, as the testing and analysis results indicate that consumer purchase intention toward Janji Jiwa is partially influenced by brand image in a positive and significant. This conclusion is supported by statistical test results showing that the calculated t-calculated for the brand

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image variable (4,266) exceeds the critical t-table value (1,972), with a significance value (Sig. = 0,000) lower than the significance threshold of 0,05, confirming statistical significance. A strong brand image can shape favorable perceptions in consumer minds, which subsequently increases their willingness to purchase. Brands that possess a good reputation are often viewed as more reliable and of superior quality, encouraging consumers to feel more assured when deciding to buy. These findings align with prior research by Sari *et al.*, (2024) and Satriawan & Saputra, (2023), who likewise reported a positive and significant effect of brand image on purchase intention. Hypothesis two is accepted, as the results of the tests and analyses indicate that consumer purchase intention toward Janji Jiwa products is partially affected by advertising appeal in a positive and statistically significant way. This is evidenced by the statistical output showing that the calculated t- calculated for the advertising appeal variable (5,806) is greater than the critical t-table value (1,972), while the significance value (Sig. = 0,000) is below the 0,05 level, confirming significance. These results imply that advertisements capable of capturing consumer attention play an important role in driving interest in a product. Creative, informative, and memorable advertising messages can spark curiosity and strengthen consumer intention to try the promoted products. This finding is in line with prior studies Cleavelano & Evyanto, (2024) as well as Yudha & Erdiansyah, (2022), which likewise identified a positive and significant influence of advertising appeal on purchase intention.

Hypothesis three is accepted, as the test and analysis results reveal that consumer purchase intention toward Janji Jiwa products is partially affected by lifestyle in a positive and statistically significant way. This conclusion is supported by statistical results showing that the calculated t- calculated for the lifestyle variable (5.429) is higher than the critical t-table value (1.972), while the significance value (Sig. = 0.000) falls below the 0.05 threshold, indicating significance. These results imply that consumer interests, preferences, and activities substantially contribute to shaping their interest in a product. Consumers generally select products that correspond with their lifestyle, including consumption habits, desired self-image, and the values associated with the product. This result aligns with previous research by Sari *et al.*, (2024) and Wijaksono *et al.*, (2022), which also identified a positive and significant influence of lifestyle on purchase intention. Hypothesis four is accepted, as the results of the testing and analysis indicate that consumer purchase intention toward Janji Jiwa products is simultaneously influenced by brand image, advertising appeal, and lifestyle. The statistical evidence shows that the calculated F- calculated (173.973) exceeds the critical F-table value (2.65), with a significance level of sig. < 0.001, which is far below the 0.05 threshold; therefore, the null hypothesis is rejected. These findings imply that brand image shapes consumer perceptions and trust, advertising appeal serves as an effective communication tool that captures attention and conveys product value, and lifestyle reflects the degree to which the product aligns with consumer activity patterns and preferences. Collectively, these variables interact to shape consumer attitudes and ultimately strengthen their intention to purchase Janji Jiwa products.

5. Conclusion

The findings of this study indicate that consumers purchase intention toward Janji Jiwa products is positive and significantly influenced by brand image, advertising appeal, and lifestyle, both partially and simultaneously. These results suggest that purchase intention is shaped through the interaction of consumer perceptions of brand credibility, the effectiveness of advertising in conveying value and attracting attention, and the degree to which the product aligns with consumer daily activities and preferences. Rather than operating independently, these factors complement one another in influencing consumer behavior, highlighting the importance of an integrated marketing approach. Accordingly, strengthening brand positioning, developing engaging advertising strategies, and ensuring product relevance to consumer lifestyles are essential in fostering stronger purchase intention and sustaining competitive advantage. Based on the results of this study, Janji Jiwa is encouraged to enhance its brand image through consistent product quality, standardized visual identity, and uniform service performance across outlets.

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The company should also improve advertising effectiveness by utilizing engaging digital content, clear promotional messages, and relevant local influencers to attract its primary target market. From the consumer perspective, this study highlights the importance of being more selective and critical in evaluating products, particularly by considering brand credibility, the substance of advertising messages, and the suitability of products with personal lifestyles before making purchase decisions. By understanding these factors, consumers can make more informed choices that better align with their needs and preferences, while companies can develop strategies that are more responsive to consumer behavior.

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