

**THE INFLUENCE OF BUZZ MARKETING AND BRAND IMAGE TO
PURCHASING DECISION ON CONSUMER OF AZARINE IN BANDAR
LAMPUNG**

(Undergraduate Thesis)

By:

CIKA NANDITA ROESLY

NPM 2211011116



FACULTY OF ECONOMIC AND BUSINESS

UNIVERSITY OF LAMPUNG

2026

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CIKA NANDITA ROESLY
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**Undergraduate Thesis Proposal
As One of the Requirements to Earn a Bachelor of Management Degree
BACHELOR OF MANAGEMENT**

On

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FACULTY OF ECONOMIC AND BUSINESS

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ABSTRAK

THE INFLUENCE OF BUZZ MARKETING AND BRAND IMAGE TO PURCHASING DECISION ON CONSUMER OF AZARINE IN BANDAR LAMPUNG

By: Cika Nandita Roesly

Pesatnya perkembangan industri kosmetik dan perawatan kulit di Bandar Lampung telah memperketat persaingan, sehingga mendorong perusahaan untuk menerapkan pendekatan komunikasi pemasaran yang lebih strategis guna memengaruhi perilaku konsumen. Penelitian ini bertujuan untuk mengkaji pengaruh buzz marketing dan citra merek terhadap keputusan pembelian di kalangan konsumen Azarine di Bandar Lampung. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengambilan sampel purposif non-probabilitas, di mana data dikumpulkan melalui kuesioner yang dibagikan kepada responden yang telah membeli dan menggunakan produk Azarine. Variabel independen dalam penelitian ini adalah pemasaran buzz dan citra merek, sedangkan variabel dependennya adalah keputusan pembelian. Analisis data dilakukan menggunakan regresi linier berganda untuk menilai efek parsial dan simultan. Hasil penelitian menunjukkan bahwa pemasaran buzz memiliki dampak positif dan signifikan terhadap keputusan pembelian dengan cara efektif menarik perhatian dan mempercepat penyebaran informasi, sementara citra merek juga memiliki pengaruh positif dan signifikan melalui penguatan kepercayaan konsumen dan pengurangan risiko yang dirasakan. Secara bersamaan, kedua variabel tersebut secara signifikan memengaruhi keputusan pembelian, menyoroti bahwa integrasi antara strategi promosi jangka pendek dan positioning merek yang kuat sangat penting dalam mendorong perilaku konsumen. Temuan ini menyarankan bahwa perusahaan perlu menyeimbangkan buzz digital yang agresif dengan pengembangan citra merek yang kredibel dan positif untuk mencapai keputusan pembelian yang berkelanjutan dan meningkatkan daya saing di pasar.

Kata kunci: Pemasaran Buzz, Citra Merek, Keputusan Pembelian, Perilaku Konsumen, Industri Kosmetik

ABSTRACT

THE INFLUENCE OF BUZZ MARKETING AND BRAND IMAGE TO PURCHASING DECISION ON CONSUMER OF AZARINE IN BANDAR LAMPUNG

By: Cika Nandita Roesly

The rapid expansion of the cosmetics and skincare industry in Bandar Lampung has intensified competition, encouraging companies to adopt more strategic marketing communication approaches to influence consumer behavior. This study aims to examine the effect of buzz marketing and brand image on purchasing decisions among consumers of Azarine in Bandar Lampung. This research employs a quantitative approach with a non probability purposive sampling technique, where data were collected through questionnaires distributed to respondents who have purchased and used Azarine products. The independent variables in this study are buzz marketing and brand image, while the dependent variable is purchasing decision. Data analysis was conducted using multiple linear regression to assess both partial and simultaneous effects. The results indicate that buzz marketing has a positive and significant effect on purchasing decisions by effectively generating attention and accelerating information dissemination, while brand image also has a positive and significant influence by strengthening consumer trust and reducing perceived risk. Simultaneously, both variables significantly affect purchasing decisions, highlighting that the integration of short term promotional strategies and strong brand positioning is essential in driving consumer behavior. These findings suggest that companies need to balance aggressive digital buzz with the development of a credible and favorable brand image to achieve sustainable purchasing decisions and enhance market competitiveness.

Keywords: Buzz Marketing, Brand Image, Purchasing Decision, Consumer Behavior, Cosmetics Industry

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Student Name : Cika Nandita Roesly

Student Id/Npm : 2211011116

Degree Program : Management

Faculty : Economics and Business



Prof. Dr. Satria Bangsawan, S.E., M.Si.
NIP. 196109041987031001

Nuzul Inas Nabila, S.E., M.S.M
NIP. 199104032019032027

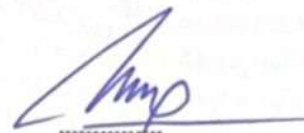
2. HEAD OF MANAGEMENT DEPARTMENT

Dr. Ribhan, S.E., M.Si.
NIP 19680708 200212 1 003

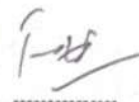
APPROVED BY

1. Examining Committee:

Advisor : **Prof. Dr. Satria Bangsawan, S.E., M.Si**



Secretary : **Nuzul Inas Nabila, S.E., M.S.M**



Principal Examiner : **Prof. Dr. Mahrinasari MS., S.E., M.Sc.,**



2. Dean of Faculty of Economic and Business



Prof. Dr. Nairobi, S.E., M.Si.

NIP 19660621 199003 1 003

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STATEMENT OF PLAGIARISM-FREE

Name : Cika Nandita Roesly
Student ID : 2211011116
Faculty : Economic and Business
Program : Bachelor of Management
Title : The Influence of Buzz Marketing and Brand Image
to Purchasing Decision on Consumer of Azarine in
Bandar Lampung

I hereby declare that this research is my own work, and that this undergraduate thesis does not contain any material, in whole or in part, that I have copied or plagiarized in the form of sentences or symbols that express ideas or opinions from other research without acknowledging the original researcher. If it is later proven that this statement is untrue, I am prepared to accept punishment or sanctions in accordance with applicable regulations.

Bandar Lampung, 4 March 2026



Cika Nandita Roesly

2211011116

BIOGRAPHY

The author, Cika Nandita Roesly, was born in Bandar Lampung on January 5, 2004, to Mr. Roesly Effendy and Mrs. Yuli Hana Zebua. She is the second child in the family and has one older brother. The author began her educational journey at SD Xaverius 3 Wayhalim and graduated in 2016. She continued her studies at SMP Negeri 12 Bandar Lampung, completing her junior high school education in 2019, and later pursued her senior high school education at SMAS YP UNILA Bandar Lampung, from which she graduated in 2022. In 2021, the author was officially enrolled as a student at the University of Lampung. Through the SBMPTN national selection pathway in 2021, she was successfully admitted to the Undergraduate Management Study Program (S1 Management), Faculty of Economics and Business, and joined the International Management Class with a concentration in Marketing Management.

During her university years, the author actively participated in various academic and professional development programs. Beyond academics, the author was active in student organizations both on and off campus. She was actively joined BEM FEB UNILA and became the Secretary of Department 3. She also joined several international programs, including Research Training and Student Mobility at Universiti Teknologi MARA (UiTM), Sabah, Malaysia and an International Online Short Course by Aoyama Gakuin University, Japan. She also participated in Jewels of Borneo competitions and earned the first place for the Marketing field competition by UiTM, Malaysia.

MOTTO

“Lā yukallifullāhu nafsan illā wus‘ahā”

Allah does not burden a person except according to his ability.

(QS. Al-Baqarah: 286)

DEDICATION

In the name of Allah. Praise be to Allah. Praise and thanks be to Allah SWT and blessings and peace be upon the Prophet Muhammad SAW for the blessings upon the author, enabling him to complete this thesis.

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CHAPTER I

INTRODUCTION

1.1 Background

In the increasingly competitive business environment, marketing communication has become one of the most crucial elements in influencing consumer behavior and building strong brand presence (Ren, 2023). According to Kotler and Keller (2021), marketing communication refers to the means by which firms attempt to inform, persuade, and remind consumers directly or indirectly about the products and brands they sell. This concept involves the coordination of various promotional tools such as advertising, public relations, direct marketing, and sales promotion, which together form an integrated marketing communication strategy. Through a structured and measurable approach, marketing communication enables companies to increase their competitiveness in the market, build a strong brand image, and achieve the desired results in terms of sales and profits. Thus, developing an effective and efficient marketing communication is the main key for companies in facing changing business challenges and increasingly fierce competition. An effective marketing communication is needed to attract attention and build consumer trust. (Sorokin et al., n.d., 2012).

In recent years the concept of marketing has changed dramatically due to the complexity of consumer behavior. How do you promote the benefits of a new product or great service without spending a huge amount of money in the means of flags of traditional such as TV or print ad? This is a question asked by many entrepreneurs with tight communication budgets asking themselves on a regular basis.

Electronic Word of mouth (EWOM) can be an effective promotional method because it is generally delivered from consumers to consumers, so that consumers can be an advertising media or satisfied customers can be an advertising medium for the company. According to Liu (2024), unlike traditional word of mouth, which occurs through face-to-face or personal interactions, EWOM leverages digital

platforms such as social media, review sites, forums, and e-commerce to spread opinions, recommendations, and experiences about products or brands. Recommendations or reviews provided by other consumers on a sharing review platform or community can influence purchasing decisions Sen and Lerman (2017).

In addition, the personal communication channel of electronic word of mouth does not require large costs because through satisfied customers, referrals or references to the company's products will be more easily spread to other consumers. One technique to create electronic word of mouth is buzz marketing. According to Kadyan & Aswal (2014), buzz marketing is a promotional strategy that focuses on maximizing word of mouth very quickly through technology, whether through personal conversations or larger discussions on social media.

Buzz marketing is believed to be able significantly influence consumer purchasing decisions. According to Holford (2004), buzz marketing is attracting the attention of consumers and the media to talk about our brand or company to make it entertaining, more interesting and something newsworthy. Buzz marketing itself is not actually something new in the world of marketing, but the internet has provided a new way to implement it. This technique does not require large costs but has a big impact (Mark Hughes, 2005).

While EWOM refers to consumer generated reviews based on actual product experience, buzz marketing is a deliberately engineered strategy designed by the brand to trigger conversations, create hype, and stimulate rapid visibility. Modern buzz marketing practices often involve paid buzzers who leave generic or overly positive comments, viral seeding through coordinated content distribution to micro-influencers, the use of hype-oriented short-form videos, comment flooding meant to simulate widespread excitement, and micro-influencers who present themselves as “regular consumers” to make promotional messages appear authentic. On platforms like TikTok, these strategies frequently manifest in the form of short manipulated comments, repetitive reactions, and synchronized posting patterns aimed at boosting algorithmic engagement.

Mohr (2007) state that, Buzz marketing is a more strategic and proactive marketing

approach designed to stimulate rapid and widespread conversation about a product or brand. Unlike electronic word of mouth, whereby opinion leaders are self-motivated because of their knowledge of a brand, those spreading buzz may or may not be experts, and are spreading buzz on varying things that are introduced by marketers and the media. Buzz marketing campaigns are typically planned and executed by companies or their agents, who may use influencers or buzzers to amplify messages deliberately. The fundamental difference lies in the origin and intent, e-WOM emerges organically from consumer interactions, while buzz marketing is a manufactured effort aimed at generating heightened awareness and discussion (Karimah, 2021). From this perspective, it can be noted that buzz marketing is an amplified or manufactured type of word of mouth that arises from an effort made by a company to have consumers talk about the product or brand with others.

Although electronic word of mouth (EWOM) and buzz marketing both involve online communication and consumer discussions on social media, the two concepts are fundamentally different in terms of source, purpose, and communication pattern. EWOM generally refers to organic consumer generated communication that emerges naturally from actual user experiences after using a product or service. Consumers voluntarily share opinions, reviews, recommendations, or complaints without direct intervention from the company. Therefore, EWOM is commonly perceived as more authentic and credible because the information originates from genuine consumer experiences. By using buzz marketing, the company must be able to make a consumer able to believe in the products offered and consumers make purchasing decisions for their products. Businesses are aware of such a correlation and know that buzz marketing campaigns bring about highly beneficial effects (Hatalaska, 2012). Therefore people engaged in buzzing, recommending and giving opinions should be carefully chosen.

Buzz marketing is now widely used by various companies, including those in the cosmetics industry. All women now need and need beauty, and beauty is something that all women strive for. In this day and age, beauty is something that needs to be thought about and owned because it can be said to come from a woman's confidence

in her appearance. The cosmetics and skincare industry in Indonesia has shown rapid growth in recent years. Lifestyle changes, increased awareness of the importance of skincare, and easy access to information through digital technology are the main factors driving the development of this market. Consumers are now not only looking for effective products, but also products that have added value such as safety and a strong brand image. This provides opportunities for local businesses to develop and produce the best cosmetic and skin care products.

According to Kadyan & Aswal (2014), marketers must remember that buzz marketing is not always positive, because negative buzz marketing will also spread just as quickly. As state buzz marketing can be used to create a positive brand image. When positive buzz is generated by satisfied consumers who share their positive experiences with a product and recommend purchasing it, it can bring benefits to the company, but if it contains harmful and negative messages, it can leave a negative impression and damage consumers' trust in the brand and promotional information. Negative buzz containing disappointing experiences from consumers can pose a threat to the company and lead to losses.

One brand that has implemented buzz marketing is Azarine, is a local Indonesian cosmetic and skincare brand established since 2002 and produced by PT Wahana Kosmetika Indonesia located in Sidoarjo Regency, East Java. Azarine offers a variety of superior products that have gained a place in the hearts of consumers, especially in the Bandar Lampung area. Azarine's success is inseparable from the marketing strategies implemented, especially in utilizing the development of digital technology and social media as a means of marketing communication.

As a brand widely recognized for its sunscreen products, Azarine has consistently maintained its position among the leading sunscreen and skincare brands in Indonesia.

Table 1. 1 Top 10 Sunscreen Brands Category Based on Sales Value (Period Q1 2026)

No	Brand	Market Share
1	Wardah	9.72%

2	Facetology	6.32%
3	Azarine	6.31%
4	Skintific	3.89%
5	SKIN1004	3.78%
6	Skin Aqua	3.30%
7	Scora	2.45%
8	Amaterasun	2.18%
9	Anessa	1.98%
10	Emina	1.92%

Source: Kompas.com

Based on Table 1.1, Azarine ranked among the top sunscreen brands in Shopee Indonesia during the first quarter of 2026, recording a market share of 6.31%. Although Azarine did not occupy the highest position, its inclusion among the top-performing brands indicates strong competitiveness in Indonesia's skincare market. This suggests that Azarine has established substantial consumer awareness and market presence, yet still faces competitive pressure from rival brands. Therefore, examining the factors that influence consumer purchase decisions toward Azarine remains relevant and important in understanding how the brand sustains its market position.

Although Azarine has shown strong market performance in Indonesia's skincare industry, the brand still faces intense competition from other skincare brands such as Wardah and Facetology, which continue to compete closely in the sunscreen market category. This shows that maintaining consumer purchase decisions remains a challenge for Azarine despite its strong market presence. In addition, several aspects of Azarine's marketing activities and brand image may still need improvement, particularly in terms of consumer engagement, packaging attractiveness, and consumer trust. These conditions indicate that the implementation of buzz marketing and brand image strategies by Azarine may not yet be fully optimized in encouraging consumer purchase decisions.

Many comments on Azarine's viral TikTok content resemble paid buzzer activity highly generic statements lacking personal experience, posted in large volumes within short periods. Azarine also engages in viral seeding campaigns for its sunscreen products by distributing them to numerous small-scale influencers, resulting in content that appears coordinated in tone, messaging, and timing.

In contrast, competitors like Skintific have managed to blend authentic EWOM with influencer endorsements more effectively, generating not only attention but also stronger consumer trust and brand image. Therefore, while Azarine’s buzz marketing successfully increases brand visibility, its competitive position may be constrained by perceptions of less authentic engagement compared to its rivals. Additionally, factors such as product innovation, branding strength, and influencer collaborations also play roles where competitors may currently have advantages. This phenomenon highlights a marketing gap that raises important questions regarding the effectiveness of Azarine marketing communication, particularly its use of buzz marketing.

Pape and Toporowski (2023), state that buzzers typically do not act based on genuine personal experience, but rather follow a marketing agenda to spark attention and discussion around a product. Common characteristics of buzzer comments include: (1) overly positive tone without nuance, (2) lack of personal narrative, (3) use of trending slang or emojis to blend in with organic users, and (4) high engagement within a short time span. While such tactics may generate temporary visibility, they may not always result in genuine consumer trust or conversion to purchase, especially when users begin to recognize the lack of authenticity.

One way to do online marketing is through social media. Most consumers use their smartphones to simply view videos and photos. They also check the comment section to see the reviews of people that already use the product. The positive review can spark consumers desire to purchase products offered, which is why the brand is often used buzz marketing as a strategy. However, a closer look at the comment section of some of Azarine’s viral videos reveals patterns that suggest the presence of buzzers, or paid promoters. These comments often display generic enthusiasm, such as “This sunscreen is a game changer!” or “Trust me, this works on my oily skin.” without mentioning specific experiences or detailed product usage.

Table 1. 2 Review Comments on Azarine Tiktok

No	Positive Review	Negative Review
1	“Azarine products are awesome...”	“Azarine green 110ml caused red spots

	my face is cleaner, whiter, and glowing.”	and itching on my face.”
2	“I love the packaging...”	“Azarine made my face hot.”
3	“The cushion is so cute.”	“Azarine made my skin dull, I swear.”
4	“Azarine products are really good.”	“Let me spill the beans too. I used to use the Azarine series, but instead of curing my acne, it actually worsened it up to my neck. It was really traumatic.”

Source: Azarine TikTok 2025

Based on the consumer reviews above, it shows that consumers are satisfied with the quality and comfort provided by Azarine. This is an example of positive buzz marketing, marked by good comments and high ratings. Positive comments that will be read by other potential consumers will certainly increase the confidence of those consumers in the product they are going to buy.

The problem that occurs that related to online customer reviews is that not all product reviews are positive, there are also negative reviews. For this reason, the brand needs to seize the opportunities that are wide open by improving its brand image and also online reviews. Consumers can search for information and look at product reviews and then compare them with competitor products. Negative comments related to Azarine’s buzz marketing primarily revolve around perceived declines in product quality and doubts spurred by aggressive marketing claims. Several consumers express dissatisfaction with specific products. These customer shared online represent negative review that spreads quickly via platforms like TikTok and Instagram, significantly influencing public perception.

In addition to relying on consumer generated reviews, Azarine also actively collaborates with celebrities, beauty influencers, TikTok creators, and micro influencers as part of its digital marketing strategy. Through TikTok and Instagram, Azarine products are frequently promoted by influencers through skincare review videos, live shopping sessions, “get ready with me” content, product recommendation uploads, and affiliate marketing campaigns. Several well known TikTok beauty

creators and public figures have also participated in promoting Azarine products, particularly sunscreen products, which often appear on users' For You Page (FYP) repeatedly within a short period of time.

These collaborations are part of influencer based buzz marketing strategies aimed at rapidly increasing brand exposure, creating viral conversations, and stimulating audience engagement through likes, comments, reposts, and user interactions. Influencers are intentionally selected because they possess strong persuasive abilities and large audiences capable of shaping consumer perceptions and encouraging purchase decisions. In many cases, Azarine also utilizes micro influencers who appear more relatable and authentic to consumers, making promotional messages feel more natural and trustworthy.

However, the extensive use of influencer marketing and paid promotional campaigns has also created skepticism among consumers. Some TikTok users perceive that several influencer reviews and comment sections appear overly positive, repetitive, and lacking detailed personal experience. This phenomenon is often associated with influencer buzzer activity, where promotional messages are strategically coordinated to generate hype and increase product visibility rather than purely reflecting genuine consumer experiences. Comments such as "this sunscreen is so good," "must buy product," or "no whitecast at all" frequently appear repeatedly across multiple videos with highly similar wording patterns.

Some consumers have started questioning the authenticity of influencer recommendations because sponsored content and affiliate driven promotions are perceived as prioritizing engagement and sales rather than honest product evaluation. As a result, viral exposure generated through influencer buzz marketing does not always guarantee long term consumer trust or sustainable purchase decisions. In some situations, excessive promotional intensity may even trigger negative perceptions, especially when consumers encounter product experiences that differ from the expectations created by influencers and online buzz.

This phenomenon reflects a practical challenge faced by skincare brands such as Azarine in balancing aggressive digital promotion with authentic consumer trust.

Although influencer based buzz marketing has successfully strengthened Azarine's visibility and popularity in social media, its actual effectiveness in influencing purchase decisions and reinforcing brand image still requires further investigation, particularly among consumers in Bandar Lampung.

The reason company pays buzzers is part of a buzz marketing strategy aimed at rapidly increasing product awareness and positive brand perception. For instance, paid buzzers often post overly positive but generic comments lacking detailed personal usage experience, which savvy consumers identify as less trustworthy. Azarine uses buzzers as part of their marketing strategy to quickly spread positive comments and increase attention to their products. These buzzers help create a buzz online by writing happy reviews and encouraging people to talk about Azarine. However, these buzzer comments don't always sound real or detailed, and some customers can tell they are paid, which makes them less trusting and sometimes more doubtful.

Moreover, some negative reviews highlight skepticism about the authenticity of buzz marketing comments. Another important point is that some negative comments may come from competitors who hire people to post bad reviews about Azarine. This kind of competitive attack, called a black campaign, tries to hurt Azarine's reputation by spreading negative or misleading information. This makes it harder for Azarine because they face both real customer complaints and fake negative buzz created on purpose by rivals.

On the other hand, genuine negative personal reviews create concerns about product effectiveness and safety, which damage brand credibility. This duality explains why despite heavy buzz marketing efforts, Azarine faces challenges in fully converting viral attention into loyal customers. These practices suggest that Azarine relies heavily on buzz marketing to accelerate brand image, especially given the strong competition from brands like Skintific and Somethinc, which tend to gain consumer trust through EWOM and influencer-driven product experiences. Therefore, analyzing Azarine through the lens of buzz marketing is more relevant and academically significant than focusing on EWOM, as the brand's visibility is largely driven by planned and manufactured hype rather than naturally emerging consumer

reviews.

Alongside buzz marketing, brand image plays a crucial role in influencing consumer purchasing decisions. When a consumer becomes familiar with a well-known brand, they do not want to accept substitutes. The role of brand becomes very important since it is the product attribute in communicating the product to consumers about quality of products, characteristic, and other attributes related to these products.

Therefore, this means that through the development of a brand, the image and the identity of the brand have an important role to the consumers. According to Kotler and Keller (2021), brand image is a key asset that differentiates a product in the marketplace and influences consumer behavior. Company should not ignore the brand image of their products because the brand image is a company identity that can be known by customer. So company must think about the right strategy to introduce the products to be offered in the market so that it can influence consumers to buy products or services offered by the company. Alongside buzz marketing, brand image plays a crucial role in influencing consumer purchasing decisions. When a consumer becomes familiar with a well-known brand, they do not want to accept substitutes. The role of brand becomes very important since it is the product attribute in communicating the product to consumers about quality of products, characteristic, and other attributes related to these products. Therefore, this means that through the development of a brand, the image and the identity of the brand have an important role to the consumers. Company should not ignore the brand image of their products because the brand image is a company identity that can be known by customer. So company must think about the right strategy to introduce the products to be offered in the market so that it can influence consumers to buy products or services offered by the company.

Moreover, a strong brand image reduces perceived risk in purchasing decisions, as consumers feel more confident buying from brands they recognize and trust Kotler & Keller (2021). This is especially critical in industries like cosmetics, where product quality and safety are major concerns for consumers. The combination of buzz marketing and brand image is believed to have a significant impact on purchasing decisions.

Purchasing decision refers to the process by which consumers decide whether to buy a product or service, influenced by various internal and external factors (Schiffman & Kanuk, 2010). Customers who intend to buy a product will think about it carefully before making a decision. For example, someone is faced with the choice between buying and not buying. That person has two possibilities buying or not buying. That possibility is called a purchase decision. Purchase decision behavior is very important for businesses to study because it greatly affects sales volume.

Most existing studies on buzz marketing and brand image primarily concentrate on metropolitan areas like Jakarta, leaving a significant gap in understanding consumer behavior in mid-sized cities such as Bandar Lampung. Research conducted by Indayani (2016) shows that there is a significant partial influence between the buzz marketing and brand awareness variables on buying interest in smartphones at Erafone in the Giant Suncity Sidoarjo shopping center. The findings of previous researchers Setiawan et al. (2021) show that buzz marketing has a positive effect on purchase decisions mediated by the variable of brand awareness, as indicated by the path analysis conducted previously. Also, researched by Musa et al. (2018) shows that buzz marketing has a significant influence on purchasing interest. A different opinion was expressed by Masic and Tampenwas (2017), that the reference group does not influence smartphone buying interest. Even so, there is still little research that specifically examines the influence of buzz marketing and brand image and, especially in Lampung.

Previous research on the influence of brand image on purchase decisions shows mixed and sometimes contradictory results. Some studies, such as those by Ruhamak and Rahmadi (2019), found that brand image has a significant positive effect on consumer decisions in education services. Similarly, Siswanti and Prihatini (2020) reported a significant influence of brand image on purchase decisions for Sariayu cosmetics, although their findings suggested that brand trust was a stronger predictor, indicating that brand image alone may not always suffice to drive purchase behavior. Foster (2016) also demonstrated a significant impact of brand image on purchase decisions in the mineral water market.

Conversely, other research indicates that brand image does not consistently have a

significant influence when factors like brand trust or electronic word of mouth (EWOM) are included in the analysis. This inconsistency highlights a gap in understanding the nuanced role of brand image, particularly in conjunction with other marketing variables like buzz marketing, and especially in local cosmetic markets such as Azarine in Bandar Lampung.

Although brand image is widely acknowledged as important for consumer purchase decisions, its precise effect and interaction with buzz marketing in emerging local brands remain underexplored. This study aims to address this gap by investigating how brand image influences purchase decisions within the context of Azarine consumers, alongside the complementary effects of buzz marketing.

In the context of cosmetic products, especially the Azarine brand in Bandar Lampung, understanding the influence of buzz marketing and brand image on purchasing decisions is essential. Cosmetics are highly affected by consumer perceptions of quality and brand reputation, as well as recommendations from other users. In contrast, the bad brand strategy will not will not be able to influence the purchasing decisions of consumers. By understanding how buzz marketing and brand image affect purchasing decisions, companies can design more targeted marketing strategies to increase sales and expand market share.

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Based on the phenomena and background above, the researcher has a study entitled "The Influence of Buzz Marketing and Brand Image to Purchasing Decision on Consumer of Azarine in Bandar Lampung."

1.2 Problem Formulation

Based on the background description that explained above regarding Azarine, then i am interested in researching:

1. How does the influence of Azarine Buzz Marketing on their consumer Purchase Decision?
2. How does Azarine brand image influence the consumer Purchase Decision?

1.3 Objectives

Based on the description of the background and the formulation of the problem described above, I have a research objective to find out

1. Buzz Marketing Influence the consumer Purchase Decision.
2. Brand Image influence on Azarine Purchase Decision.

1.4 Research Uses

1.4.1 Theoretical Use

The author conducted this research to practice the theory learned in the marketing management field so that it can be developed and used for more useful things in the future. In addition, I hope that this research that has been done can be used as a reference for other students with topics regarding buzz marketing and brand image and their relation to consumers purchase decision.

1.4.2 Practical Use

For Company (Azarine)

1. The research results are expected to be useful as an evaluation material for Azarine to continue to grow and develop for the better in the future.
2. It is hopefully that this research will be useful for readers to learn about the relationship between buzz marketing and brand image with purchase decision. The researcher also hopes this research can be used as a relevant reference for future researchers.

Researcher

1. I hope that the next researcher can understand and be able to take the information they want in my research, I also hope that this research

will be useful for the next researcher.

2. In addition, the researcher also hopes that this research can motivate other researchers to be better at doing their research by making this research a reference, source of information and research reference material so that it can be further developed in other materials.

CHAPTER II

LITERATURE REVIEW

2.1 Marketing

Marketing, according to Kotler and Keller (2021), is defined as activities, intuition, and a series of processes that convey, create, and satisfy needs and desires through the exchange and creation of products and value. This books also explains that marketing can occur when one party in a bargaining process attempts to elicit a response from the other party. Moreover, marketing plays a role in ensuring customer satisfaction while also generating profit for the company. Jobber and Chadwick (2012) state that marketing focuses not only on delivering products but also on how products or services can provide sustained customer satisfaction. The goal of marketing is to attract new customers by promising superior value, setting attractive prices, distributing products easily, promoting effectively, and retaining existing customers.

2.2 Marketing Communication

According to Cross (2018), Communication is a social process that occurs between at least two people where one person sends certain symbols to another. Meanwhile, according to Kotler and Keller (2021), marketing communication is a means by which a company attempts to inform, persuade, and remind consumers, either directly or indirectly, about the products or brands that the company sells. Marketing communication is a marketing activity that seeks to disseminate information, influence or persuade, and remind the target market about the company and its products so that they are willing to accept, buy, and be loyal to the products offered by the company concerned. (Tjiptono, 2015).

From the explanation above, it can be interpreted that marketing communication is an activity that companies strive for and pursue with the aim of persuading, providing knowledge or information, and increasing customers or people who use

or consume, either directly or indirectly, a brand and the products they market. Electronic Word of Mouth (EWOM) Sulthana & Vasantha (2019) state that online/electronic word of mouth (EWOM) is the dissemination of information about products and services by people who interact in cyberspace or social media. Khan et al., (2023) explain in their research that electronic word of mouth is a term used to describe a review made by consumers based on their experience in using a product or service available to others online and EWOM is also known as content created by consumers and shared widely through social media, and is considered to have a significant influence on the purchasing preferences of potential consumers.

Rapid technological advances provide a wealth of information about a product and enable word of mouth communication that is not only a form of person-to-person communication about a product, service or brand, but can also take various forms of word of mouth communication that spread globally through online media and is often referred to as electronic word of mouth (Jalilvand et al., 2012).

2.3 Buzz Marketing

Buzz marketing is a form or method of electronic word of mouth. The success of buzz marketing lies in the willingness of customers to talk to other customers. According to Mohr (2017), buzz marketing is a promotional strategy that focuses on maximizing word of mouth through viral technology, whether through personal conversations or larger discussions on social media. Buzz marketing can also be defined as “a technique formerly known as street marketing which aims at promoting as street marketing which aims at promoting products in a bid to initiate a word of mouth while focusing on a large population” (Chebli & Gharbi, 2013).

Buzz marketing is a strategy that seeks to capture the attention of consumers and the media, then turn talk about their products into something enjoyable, interesting, and worth discussing (Ooesterwijk, Loeffen, 2005). The Internet is a medium of viral marketing, which refers to spreading interesting content, links, films or maybe spreading rumor in comment section or messages and sending them to other users. It is similar to a virus in the sense that it creates the potential for exponential growth as the message rapidly multiplies. (Morrisey, 2007).

Initial interest in buzz marketing started with trendy tumbler bottle as a fashion, or maybe blind box which created a lot of media hype. Buzz marketing is therefore understood as defined, conscious marketing activities aimed at reaching consumers (recipients of marketing communication messages) in a direct, seemingly unintended, way, and triggering positive associations with the brand or product. For this reason buzz marketing is defined in the subject literature as skillful and well-thought-out utilizing interpersonal relations (Rosen, 2008).

2.3.1 Types of Buzz Marketing

Both prompting and delivering information as messages can be divided into two groups (Pilarczyk, 2011):

1. Face to face buzz marketing

Face-to-face buzz marketing is mainly getting people talk about particular products, brands or trends in a particular environment aimed at boosting sales. information and messages are passed on through direct contact. Face-to-face buzz marketing is not an innovative technique. Conversations, recommendations and opinions about products and brands are intrinsic to human communication.

2. Online buzz marketing

Online buzz marketing is a broad concept since it exists in all forms in hypermedia environment, i.e. in a Web 2.0 environment, in instruments of marketing communication present on the Internet, as well as in instruments which take advantage of mobile technologies. Buzz is widespread on Internet forums, in blogs, messengers and in social media. Sending information and messages through the Internet or mobile devices such as mobile phones. It seems from the fact that people like to share experiences,

and if the experiences are out of the ordinary, there is a snowballing effect with the potential of skyrocket success. Many of the articles written by industry experts on the internet suggest that buzz is usually something that combines a wacky, jaw-dropping event or experience with pure branding to get people talking. Emanuel Rosen (2000) argues that there are three things that make buzz marketing important:

a. Noise

This refers to the fact that today's consumers find it difficult to make choices because of the many advertisements seen through the media every day. Consumers become confused in determining one choice of the desired product. So that they more interested in listening to product recommendations from other people or a group of friends.

b. Skepticism

In this context, consumers generally doubt (skeptical) about the truth of the information they receive. This happens because consumers have experienced a disappointment with a particular product. Then the consumer tries to turn to other products by looking for information through a group of friends about some recommended products according to what is recommended according to what they need.

c. Connectivity

Consumers interact and communicate with each other almost every day and end up commenting on experiences every day and end up commenting on each other's experiences of using a product or service.

2.3.2 Dimensions of Buzz Marketing

After reviewing various sources and marketing literature, most researchers and authors agree on three key dimensions of buzz marketing, which have been adopted by many production and marketing organizations (Alwan, 2020):

1. Creating Buzz (Marketing hype)

Marketing advertisements are spread among individual users through various forms of social networks, creating buzz and word-of-mouth transmission about products and services. This strategy is highly impactful on the lives of customers who use them, making it an effective and influential way to promote products and services primarily on the internet.

2. Seed planting

The marketing strategy known as "Product Seed" focuses on identifying influential individuals within social networks and leveraging their influence to promote a product. By spreading the product among users and encouraging adoption and preference over competitors, this strategy aims to connect with customers who are already familiar with the desired product in the market. Through social networks, ideas about the product are planted, allowing for gauging interest and generating buzz. Incentives are often provided to individuals participating in these promotional campaigns, as it motivates them to spread the word among friends, relatives, and other influential customers. This highlights the crucial role of the internet in rapidly disseminating advertising content on social networks, resulting in widespread exposure within minutes.

3. Incentives and rewards

Organizations often use buzz marketing as a strategy due to the various incentives it offers individuals. By promoting products and services through social networks, it reaches friends, family members, and influential customers. Those who execute these promotional campaigns are motivated

by personal incentives, such as rewards, and helping others identify and prefer the favored brand over competitors. Many marketing organizations focus on utilizing buzz marketing because it provides numerous incentives to individuals. Promotional campaigns are conducted through social media to inform friends, relatives, and influential customers. Individuals executing these campaigns are motivated by personal incentives and rewards, as well as assisting other customers in identifying, adopting, and favoring the brand over competitors.

2.4 Brand

A brand is a name, term, symbol, or specific design, or a combination of these elements, designed to identify goods or services offered by a seller (Kotler and Keller, 2021). Besides, the brand is also an important attribute of a product and a brand identity to differentiate the company's products with other products that produced by competitors. By giving the brand on a product, it makes the product easier to be recognized by consumer

2.5 Brand Image

Brand image is defined by Kotler and Keller (2021) is the perceptions and belief held by customers, as reflected in the associations held in consumer memories. This indicates that perceptions and beliefs held by the customer as the association is reflected in the memory of consumers. Another suggestion is explained by Tjiptono (2015) stated that brand image is a description of the association and the trust of consumers towards a particular brand. Based on some definition about the meaning of some the above theories, brand image can be interpreted as a description which obtained by the consumer or the perception which formed on consumers of a certain brand, as also stated by Mowen in Widiyaningsih (2013) that the brand image is a set of brand associations which formed in the minds of consumers. A positive brand image can differentiate a brand from its competitors.

2.5.1 Benefits of Brand Image

The measurement of brand image according Rizan et al., (2012) is the benefits which is described "The benefits are divided into three parts, namely functional, symbolic, and experience." This understanding is

described as follows:

1. Functional, linked to practical benefits such as reliability and quality. Functional, is the benefits that seeks to provide a solution for consumption issues or potential problems that might be experienced by consumers, by assuming that a brand has a specific benefits that can solve the problem.
Symbolic, which is directed to the consumers wants in an effort to improve themselves, appreciated as a member of a group, affiliates, and a sense of belonging. The experience, in which the consumer is a representation of their desire for a product that can give a sense of fun, diversity, and cognitive stimulation. Finally, the third part of measuring brand image according to Shimp is the whole evaluation, value or subjective interests where customers add it to the consumption results.
2. The experience, in which the consumer is a representation of their desire for a product that can give a sense of fun, diversity, and cognitive stimulation. Finally, the third part of measuring brand image according to Shimp is the whole evaluation, value or subjective interests where customers add it to the consumption results.

2.5.2 Indicators of Brand Image

According to Kotler and Keller (2016) brand image and indicators are as follows:

1. Strength
Strength refers to various advantages possessed by a brand, both physical and non-physical, that are not found in other brands. These brand advantages refer to the physical attributes of the brand, which are commonly considered as advantages that are not found in other brands or competing brands.
2. Uniqueness
Uniqueness is the ability to distinguish a brand from other brands. This uniqueness arises from product attributes that create a unique impression or differentiation between one product and another, giving consumers a reason to purchase that product. Companies

must be able to make their products unique and different from competitors' products.

3. Favorability

Favorability refers to the brand's ability to be easily remembered consumers. Categories included in favorability include the ease of pronouncing the product brand, the brand's ability to be remembered pronouncing the product brand, the brand's ability to be remembered by consumers, the ease of using the product, consumer compatibility with the product, and the consistency between the brand's impression in the customer's mind.

2.6 Purchase Decision

According to Sagala, et al (2014), consumer purchasing decisions are a series of choices made by consumers after they decide to buy and before they make a purchase. Sangadji (2013) states that the consumer decision-making (consumer decision marketing) is an integrative process that combines knowledge to evaluate two or more alternative behaviors and select one of them. When consumers choose to buy a brand, they still have to make a decision and actually make the purchase. The purchase decision is the final stage in the decision-making process where consumers actually make a purchase. A purchase decision is a path taken by consumers choosing a product by considering several alternatives, one of which will tend to encourage consumers to make a purchase (Suharsono & Sari, 2019).

Based on the above definition, it can be concluded that a purchasing decision is a decision influenced by several factors that will make consumers actually consider everything and ultimately purchase the product they like best. such as building customer trust, getting more customers, and keeping customers loyal to our brand. As the explanation, here are some explanations are described as follows. According to Kotler and Armstrong, the five stages are:

- a. Problem Introduction. Problem introduction is a situation where there is a difference between the desired situation to the actual circumstances occurred.
- b. Search Information, information search started when a consumer think that the

decision could be met by purchasing and consuming a product. Information search can be done in many ways, from searching for information on the internet to asking colleagues who have purchased the product. Consumers may simply increase their attention or actively seek information.

- c. Alternatives Evaluation. At this stage, potential customers will evaluate the information they have obtained. Consumers use this information to evaluate the available alternatives and select the products or services they will purchase and use.
- d. Purchasing Decision. Consumers plan to purchase a product or service and then purchase a specific product or service to meet their needs
- e. Post-Purchase Behavior. If the purchased item does not provide the expected satisfaction, the buyer will change their attitude toward the brand to a negative one. However, if they are satisfied with the purchased item, their desire to buy that brand tends to become stronger.

2.6.1 Indicators of Purchase Decision

The purchase decision indicators according to Angelyn (2020) are as follows:

1. Decided to choose
2. Priority
3. Willingness to sacrifice
4. Like the product

2.7 Theoretical Basis

Table 2. 1 Main References of the Research Table

No	Year	Journal Source	The Author	Title	Research Result	Similarities	Differences
1	2012	Journal of International Studies, Vol. 5, No 2, 2012	Joanna Sorokin (2012)	Strategies for choosing influentials in buzz marketing	The influence of buzz marketing through influentials is indeed proven to be significant and influential on the effectiveness of marketing communications and the achievement of company goals	This journal have same variables with mine, they discuss about buzz marketing	The differences in the object. We have different object to be discussed
2	2013	Journal of Marketing Research & Case Studies	Chebli Leila & Gharbi Abderrazak (2013)	The Impact of the Effectiveness of a Buzz Marketing Campaign on the Image, Awareness and Purchasing Decision: The Moderating Role of Involvement	Buzz marketing significantly enhances consumer awareness; consumer involvement moderates the relationship between buzz marketing and purchasing decisions	This article discuss about Buzz Marketing to Purchase Decision	They didn't discuss about brand image as the variable of this research

Table 2.1 Main References of the Research Table (Continue)

3	2023	Journal of Exclusive Management Science, Vol.4 Issue 3	Colicev & De Bruyn (2023)	The Spillover Effects of Positive and Negative Buzz on Brand Attitude	This study focuses on analyzing the impact of positive and negative buzz on brand attitude. In addition to that, this study also examines the spillover effect on other brands in the same category (non-focal brands).	Similarities between these studies are that they both discuss the effect of buzz marketing on consumer attitudes using a quantitative approach	This study also analyzes brand attitude in general whereas this study only focuses on the initial attitude of consumers towards one campaign
4	2021	Jurnal Manajemen Bisnis Islam, Vol. 2 No. 1	Laila Ifti Faiyah, Ahmad Naufal (2021)	The Effect of Buzz Marketing on Brand Image During the COVID-19 Pandemic (Study on Shopee Users)	Buzz marketing has a positive and significant effect on brand image during the COVID-19 pandemic.	Both emphasize the role of social media and word-of-mouth in influencing consumer perceptions.	Other studies may have broader or different subject contexts and methods.

Table 2.1 Main References of the Research Table (Continue)

5	2024	Journal of Administration and Economics	Adil & Alkhafagi (2024)	The Measurement of Buzz Marketing: Bloggers as a Model	It is conclude that buzz marketing has an effect to promote Ideas, Services, and Products	This research has same variables like mine. Buzz Marketing	The differences in the object. We have different object to be discussed.
6	2019	Jurnal Ekonomi Akuntansi dan Manajemen (JEAM), Vol. 18 No. 1	Pradana, M. F., Dimiyati, M., & Subagyo, A.(2019)	The Analysis of the Influence of Word of Mouth and Brand Image on Purchase Decisions at Waroeng Spesial Sambal "SS" Jember	Word of Mouth (WOM) and Brand Image both have a significant positive influence on consumers' purchase decisions	This study analyzes the role of WOM and brand image as influencing factors in consumer purchase decisions. Both emphasize consumer perceptions and recommendations as credible information sources.	My research may focus on a different industry or product category.

Table 2.1 Main References of the Research Table (Continue)

7	2017	International Journal of Research in Social Sciences, Vol. 7 Issue 10	Yasmin, A.(2017)	Impact of Brand Image on Consumers' Purchase Decision	Strong Brand Image significantly impacts consumers' purchase decisions in the laptop market in Bangladesh. Even when cheaper alternatives are available, consumers prefer brands with a stronger image (e.g., HP over Asus/Dell).	Similar because it emphasizes brand image as a major driver of purchase intention.	Different because it focuses only on brand image in the laptop industry, while my research includes WOM as an additional variable.
8	2020	Journal of Business Administration, Vol. IX(3)	Siswanti, Y. E., & Prihatini, A. E. (2020)	The Influence of Electronic Word of Mouth, Brand Image, and Brand Trust on the Purchase Decision of Sariayu Martha Tilaar Cosmetics	E-WOM, Brand Image, and Brand Trust significantly influence purchase decisions. Among these, Brand Trust had the strongest effect, while Brand Image was not always significant when tested with other variables	Similar because it includes WOM and brand image in influencing purchase decisions, aligned with my research variables. Also the object is cosmetics brand	Different because it adds Brand Trust, which is not in my research.

Table 2.1 Main References of the Research Table (Continuation)

9	2016	American Research Journal of Humanities and Social Sciences	Foster (2016)	Impact of Brand Image on Purchasing Decision on Mineral Water Product "Amidis" (Case Study on Bintang Trading Company)	This study mentions that brand image influences the decision to purchase mineral water products	Similar because it emphasizes brand image as an important factor affecting consumer purchasing decisions..	Different because it focuses only on mineral water products without including WOM, and uses a case study approach with consumer surveys.
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2.8 Theoretical Framework

Theoretical framework is an overview or plan in which the explanation of all the things used in research is based on the results of the research. A theoretical framework usually contains the relationship between a variable and another variable, usually the cause of both or more of the two variables. The theoretical framework is a support for researchers while conducting research. The relationship between two or more variables in the research activity is so that the researcher has an obligation to define all variables and formulate a relationship between them.

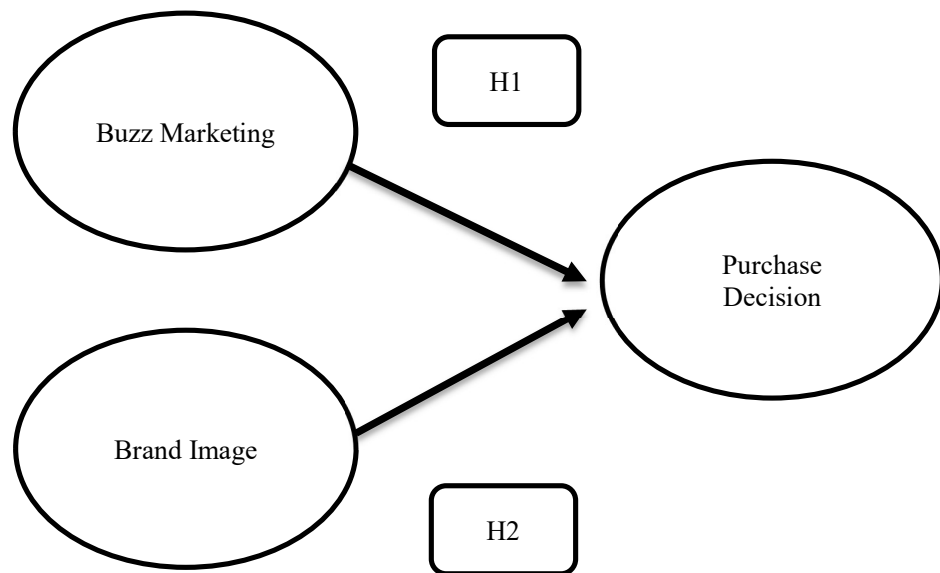


Figure 2. 1 Research Model

Independent Variables (X):

X1 : Buzz Marketing

X2 : Brand Image

Dependent Variable (Y)

Y : Purchase Decision

2.9 Research Hypothesis

2.9.1 The Effect of Buzz Marketing to Purchase Decision

The first previous study was conducted by Colicev & De Bruyn (2023). This study examined how both positive and negative buzz The results of this study indicate that buzz has a broad impact on brand attitude, with negative effects having a stronger influence than positive ones, and moderation being influenced by news intensity, brand strength, and brand similarity can affect brand attitude, not only towards the focal brand but also towards non-focal brands. In Research by Leila and Abderrazak (2013) found a significant relationship between buzz marketing and purchasing decisions. The results of this study show that, theoretically,

marketing campaign buzz influences variables that measure effectiveness, including image, awareness, and purchase decisions. The results of this study are in line with the research by Adil & Alkhafagi (2024) on the positive influence of buzz marketing on purchasing decisions. According to Sorokin, et al (2012), buzz marketing is defined as a deliberate and skillfully planned marketing activity aimed at reaching consumers in a direct but seemingly unintended way, which triggers positive associations with the brand or product. This research confirms that buzz marketing significantly influences consumer purchase decisions by fostering trust and authenticity in communication.

H1 : Buzz Marketing has an effect to Purchase Decision

2.9.2 The Effect of Brand Image to Purchase Decision

The results of the study (Ruhamak and Rahmadi 2019) show that the brand image variable partially has a positive and significant influence on consumer decisions regarding the Fajar English Course Pare Kediri. In line with the research conducted (Siswanti and Prihatini, 2020), it was stated that brand image has a significant and positive influence on purchase decisions for Sariayu Martha Tilaar cosmetics.

Research by (Foster, 2016) shows that there is a positive and significant influence of brand image on purchase decision on mineral water products. Research by Pradana et al. confirms the significant influence of brand image on consumer purchasing decisions, particularly in the cosmetics industry. Similarly, Yasmin (2017) found that brand image has a powerful impact on consumers' buying behavior across various product categories by shaping consumer trust, emotional attachment, and loyalty to the brand. She emphasizes that a strong brand image creates competitive advantage by differentiating products in the minds of consumers, ultimately increasing their willingness to purchase.

H2 : Brand Image has an effect on Purchase Decision

CHAPTER III

RESEARCH METHOD

3.1 Research Design

The previous chapter discusses theoretical which considered a useful background for this thesis. Choosing the right research method is very crucial in terms of conducting research since the selection of the method determines the techniques of collecting data, analyzing data, reporting the result to address the research questions mentioned in the first chapter. The design of the research is done before the researcher conducts the research stage or process. Research is a managed, systematic, data-based, critical, objective, and scientific process of investigation or inquiry into a specific problem, conducted with the aim of finding answers or solutions related to that problem (Sekaran and Bougie, 2019).

The understanding of research design is a series of procedures and methods used to analyze and also collect various data to determine the variables that will be the subject of research. The type of research used is quantitative research.

3.2 Scope and Object of Research

The scope of this research is the field of marketing management. The scope the discussion studied is the influence of buzz marketing and brand image on Azarine customer purchase decision. The object of this research are Azarine consumers in Bandar Lampung.

3.3 Source of Data

Data collection is the process of collecting and measuring information about targeted research variables in an established system, which then allows one to answer relevant questions and evaluate results.

3.3.1 Primary Data

Primary data is the type of data used in a study. Data is a collection of facts

to give a broad overview of a situation. Through this data one can analyze, describe, or explain a situation. Sekaran and Bougie (2019), primary data refers to information obtained directly (firsthand) by researchers related to variables of interest for specific purposes of the study. Simply put, primary data sources are interviews with research subjects either by observation or by direct observationally. As for the primary data sources in this study are Azarine consumers throughout questionnaire.

Questionnaire, a questionnaire is a way of collecting large amounts of information that is relatively inexpensive, fast and efficient. With the questionnaire we can also get data from the crowd sample. The data collection was also relatively quick because researchers did not need to be present at the time of filling out the questionnaire. This is useful for researching large populations, where interviews are not a practical option. In this study, questionnaires were the main methods used by researchers to collect data more and more quickly because the population that researchers would use was considerable.

3.3.2 Secondary Data

According to (Sekaran and Bougie, 2019), secondary data is information obtained from previously existing sources. Researchers collect secondary data from sources such as thesis, journals/articles, books, the internet, and other records.

3.3.3 Data Collection Method

The data collection technique used in this study was a questionnaire. A questionnaire is a data collection technique carried out by providing a list of questions or written statements that have been formulated in advance to be answered by respondents (Sekaran and Bougie, 2019). This study used a questionnaire because it was suitable for a large number of respondents. Data collection using the questionnaire was distributed online using Google Forms. Respondents were given the option to choose one offive alternative answers provided.

The tool used to measure the research variables was the Likert scale. The Likert scale is an interval scale that specifically uses five options, namely strongly

disagree, disagree, no opinion, agree, and strongly agree (Sekaran and Bougie, 2019). The Likert scale in this study uses a checklist format in the provided columns, where the provided columns contain questions or statements, and there are empty columns provided to check one of the five options, which include strongly disagree, disagree, neutral, agree, and strongly agree.

Table 3. 1 Likert Scale Table

Description	Score
Strongly agree/always/very positive	5
Agree/often/positively	4
Doubtful/sometimes/neutral	3
Disagree/almost never/negative	2
Strongly disagree/never/strongly negative	1

Technique used in this study. This technique is done by giving several questions to be answered by the respondents. This questionnaire contains several questions that we can use for data collection in this study.

3.4 Population and Sample

3.4.1 Population

According to Sekaran and Bougie (2019), a population is a group of people, events, or interesting things about which researchers want to form an opinion (based on sample statistics). The population in this study is the Azarine consumers in Bandar Lampung.

3.4.2 Sample

According to Sekaran and Bougie (2019), a sample is a part of a population. The population in this research consists of consumers in Bandar Lampung who have purchased and used Azarine skincare products. However, not all members of the population have equal relevance to the research objectives, as only individuals who have directly experienced the product and have been exposed to Azarine's digital marketing communications are capable of providing valid evaluations of

buzz marketing, brand image, and purchase decisions. Therefore, this study employs a purposive sampling technique.

This study uses purposive sampling as the sampling technique. Purposive sampling is a type of non-probability sampling in which respondents are selected based on specific characteristics that are relevant to the objectives of the research (Sekaran & Bougie, 2019). Purposive sampling was chosen because not all members of the population have relevant knowledge and experience regarding the research object. This study specifically examines the influence of buzz marketing and brand image on purchase decisions among Azarine consumers in Bandar Lampung. Therefore, respondents must meet certain criteria in order to provide relevant and accurate information related to the variables being studied.

The use of purposive sampling is considered appropriate because this study requires respondents who truly understand the experience of using Azarine products and have been exposed to Azarine's digital marketing activities. Therefore, the data obtained are expected to be more relevant, accurate, and capable of explaining the relationship between the research variables.

The criteria for respondents in this study are:

1. Consumers who live in Bandar Lampung.
2. Consumers who have purchased Azarine products at least once.
3. Consumers who have used Azarine products.

The number of samples taken in this study was calculated using the Hair formula. The Hair formula was used because the population size was not known with certainty. To determine the minimum required sample size, this study refers to the rule of thumb proposed by Hair, et al. (2017). According to Hair, et al. (2017), the sample size guideline depends on the number of indicators multiplied by 5-10. In this study, the number of indicators used by the researcher was 22, so $22 \times 5 = 110$ samples. The questionnaire will be distributed online using Google Forms.

3.5 Variable Conceptual Definition

According to Sekaran and Bougie (2019), variables are anything that can differentiate or change values. In this study, there are three independent variables and one dependent variable.

1. Independent variables, are variables that influence or cause changes in or the emergence of dependent variables (Sekaran and Bougie, 2019). The independent variables in this study are buzz marketing and brand image.
2. Dependent variables, are variables that are influenced or are the result of independent variables. The dependent variable in this study is the purchase decision. The dependent variable is the variable that is influenced or becomes the result due to the presence of the independent variable (Sekaran and Bougie, 2019).

3.6 Variable Operational Definition

The following operational definitions of variables were first developed from the current definition of literature. Each of the following factors is projected to be positively related to the level of Purchase Decision as determined by the literature: Buzz marketing and Brand Image.

Table 3.6 Variable Operational Definition

Variables	Definition	Dimensions	Indicators	Scales
Buzz Marketing (X1)	According to Mohr (2017), buzz marketing is a promotional strategy that focuses on maximizing word of mouth through viral technology, whether through personal conversations or larger discussions on social media.	1. Creating Buzz (Marketing hype)	<ol style="list-style-type: none"> 1. Use of social networks to influence customers 2. Verbal communication to spread product info 3. Creating attractive marketing content 4. Stimulating customer discussions about brand/products 	Likert

		<p>2. Seed planting</p> <p>3. Incentives and rewards (Alwan, 2020)</p>	<p>5. Participating in social media to share product information</p> <p>1. Strategy to implant product ideas in customers' minds</p> <p>2. Targeting specific customer groups to understand their needs</p> <p>3. Early product introduction to customers</p> <p>4. Implanting products to control customer trends</p> <p>5. Integrating product seeding with advertising and customer feedback</p> <p>1. Motivating customers to spread product info</p> <p>2. Building incentives based on product, market, and customer nature</p>	
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			<ol style="list-style-type: none"> 3. Using social networks as motivational tools 4. Supporting every customer feedback, even weak responses 5. Allocating budget for media targeting electronic customers 	Likert
Brand Image (X2)	Brand image is a description of the association and the trust of consumers towards a particular brand. (Tjiptono, 2015)		<ol style="list-style-type: none"> 1. Strength 2. Uniqueness 3. Favourable <p>(Kotler and Keller, 2016)</p>	Likert
Purchase Decision (Y)	A purchase decision is a path taken by consumers choosing a product by considering several alternatives, one of which will tend to encourage consumers to make a purchase (Suharsono & Sari, 2019).		<ol style="list-style-type: none"> 1. Decided to choose 2. Priority 3. Willingness to sacrifice 4. Like the product <p>(Angelyn, 2021)</p>	Likert

3.7 Instrument Testing

3.7.1 Data Validity

The validity test's goal is to evaluate the reliability of the questionnaire being used as a research tool. Valid means that the instruments, techniques, or processes used to measure concepts actually measure the concepts intended (Sekaran and Bougie, 2019).

So, by conducting a validity test, we can see how well the instrument can measure a study. This study uses a factor analysis validity test with KMO. KMO (Kaiser Meyer Olkin) is an index comparing the magnitude of the observation correlation coefficient with the magnitude of the partial correlation coefficient. If the sum of the squares of the partial correlation coefficients of all variable pairs is smaller than the sum of the squares of the correlation coefficients, then the KMO value will approach one, indicating the suitability of factor analysis.

3.7.2 Data Reliability

Reliability testing, according to Sekaran and Bougie (2019), is a test of how consistently a measurement instrument measures whatever concept is being measured. Reliability testing shows the extent to which the measurement is unbiased (error-free) and therefore ensures consistency of measurement over time and at various points on the instrument. The reliability of a measurement is an indicator of stability and consistency in how consumers measure the concept and assess the suitability of a measurement. A variable can be considered reliable if it yields a Cronbach's alpha value of over 60% or 0.6 for each variable, in which case the research is deemed reliable. In addition, Cronbach's alpha is also used to strengthen the reliability test. It can be said to meet the requirements of Cronbach's alpha if the value is greater than 0.6 (Ghozali, 2016).

3.8 Coefficient Determination (R^2)

To test this research model, we calculate the coefficient of determination (R^2),

which essentially measures the extent to which the model is able to explain independent variations. The coefficient of determination value can be used to predict the extent to which the independent variables contribute to the dependent variable. A small R² value means that the ability of the dependent variables is very limited, whereas a value close to one means that the independent variables provide almost all the information needed to predict the variation of the dependent variable according to Ghozali (2016). This description is presented by looking at the Model Summary display and to facilitate data analysis, this study uses IBM SPSS For Windows software.

3.8 Multiple Linear Regression Analysis

This study uses multiple linear regression analysis because the research aims to examine the influence of more than one independent variable on a single dependent variable. According to Ghozali (2016), multiple linear regression analysis is used to measure the strength of the relationship between two or more independent variables and a dependent variable, as well as to determine whether the relationship is positive or negative. This regression model is considered appropriate because it can explain the effect of each independent variable partially and simultaneously on consumer purchase decisions.

In this study, data were analyzed using multiple linear regression formulas. Multiple linear regression tests were used to examine the strength of the relationship between independent variables and dependent variables. Multiple linear regression tests can be seen in the following equation:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

Description:

Y = Purchase Decision (Y)

X₁ = Buzz Marketing (X₁)

X₂ = Brand Image (X₂)

a = Constant

β = Coefficient Regression

ε = Error term

3.8.2 T-test

According to Ghozali (2016), the t-test basically shows how far the explanatory or independent variables individually influence the variation of the dependent variable. The research model before and after are examined using this t-test model. The paired sample t-test, which is defined by differences in the average before and average after treatment, is one of the testing techniques used to determine the efficacy of treatment.

The fundamental premise of this test is that each pair's observation or investigation must be conducted under the same circumstances. The average discrepancy has to follow a normal distribution. Each variable's variance may or may not be the same. Data on an interval or ratio scale are needed to run this test. The independent variables have a partial impact on the dependent variable if the estimated t value's significance level is less than 0.05.

Therefore, the t test must be performed to demonstrate the degree to which each independent variable has an impact on the dependent variable. In this study's t test, the significance threshold was set at 5% (0.05), which indicates that if sig 0.05, the independent variable affects the dependent variable.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

1. Buzz marketing has a significant influence on the purchase decisions of Azarine consumers in Bandar Lampung. Consumers are highly exposed to product information through social media, influencer content, and online promotional activities, which increases awareness, stimulates discussions, and encourages purchasing decisions. The positive perception of buzz marketing, particularly in terms of information frequency, influencer involvement, and promotional incentives, indicates that this strategy is effective in attracting consumer interest in the cosmetic industry.
2. Brand image also has a significant influence on the purchase decisions of Azarine consumers in Bandar Lampung. Azarine is perceived as a well-known skincare brand with a positive image, which enhances consumer confidence and reduces uncertainty related to product quality and safety. Positive brand associations such as recognition, uniqueness, and favorable public perception play an important role in building consumer trust and shaping purchase preferences.
3. Overall, both buzz marketing and brand image contribute to consumers' purchase decisions. Buzz marketing functions to generate attention and stimulate interest, while brand image strengthens consumer confidence and reinforces the final decision to purchase. Therefore, the combination of effective buzz marketing strategies and a strong brand image is essential for Azarine to maintain and improve its competitive position in the cosmetic market in Bandar Lampung.

5.2 Suggestion

Based on the results presented in Table 4.5 and Table 4.6, several indicators show the lowest scores compared to others. These indicators reflect aspects that need improvement in order to enhance consumer purchase decisions.

1. The lowest score in the brand image indicator came from the statement “Azarine is known for its attractive and trendy packaging designs and product appearances,” with a mean score of 4.52. While still positive, this score indicates that packaging design is not as strongly associated with Azarine’s brand image as other factors. Azarine should consider revisiting the packaging and overall product presentation to make it more appealing and differentiated from competitors. Packaging plays a crucial role in the cosmetics industry, as it directly impacts consumer perceptions of quality and brand identity. A more visually striking and unique design could further strengthen the brand's position in the market.
2. Second, in the Buzz Marketing variable, the lowest score is found in the consumer engagement indicator. This indicates that interaction between the brand and consumers is still not optimal. To improve this, the company should create more interactive and engaging marketing activities, such as social media campaigns, giveaways, and live interactions. Actively responding to customer feedback and encouraging participation can help build stronger relationships and increase engagement.
3. Third, the low score in the Brand Image indicator is consumer trust, and writer suggests that customers may not fully trust the product quality or brand credibility. To improve this, the company should focus on building trust through consistent product quality, transparent information, and customer reviews. Utilizing testimonials, influencer endorsements, and user-generated content can also strengthen credibility.

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