

The Influence of Brand Ambassador, Brand Image, Social Media Marketing, and Word of Mouth on Samsung Smartphone Purchasing Decisions Among University Students in Purwokerto, Indonesia

Yuningsih¹, Wisnu Wijayanto², Akbar pahlevi³

^{1,2,3}Fakultas Ekonomi dan Bisnis, Universitas Wijayakusuma Purwokerto, Indonesia

Article Info

Article history:

Received 2026-07-07

Revised 2026-09-04

Accepted 2026-09-05

Keywords:

Brand Ambassador

Brand Image

Purchasing Decision

Social Media Marketing

Word of Mouth

ABSTRACT

This study examines the influence of brand ambassador, brand image, social media marketing, and word of mouth on students' purchasing decisions for Samsung smartphones at the Faculty of Economics and Business, Universitas Wijayakusuma Purwokerto. The study used a quantitative associative approach with multiple linear regression analysis. The sample size was determined using the Lemeshow formula, yielding a minimum of 97 respondents selected through purposive sampling. Data were collected via a structured questionnaire and analyzed using validity, reliability, classical assumption, and hypothesis tests. The regression equation obtained was $Y = 2.702 + 0.174X_1 + 0.20X_2 + 0.297X_3 + 0.290X_4 + e$, with a coefficient of determination (R^2) of 0.608, indicating that the four independent variables explain 60.8% of the variance in purchasing decisions. The F-test result ($F = 14.081 > F\text{-table} = 2.471$, sig. = 0.000) confirmed the model's overall significance. The t-test results showed that brand ambassador ($t = 2.151$), brand image ($t = 2.530$), social media marketing ($t = 3.568$), and word of mouth ($t = 3.794$) each exceeded the critical t-table value of 1.662 with significance levels below 0.05, indicating that all four variables have a positive and significant effect on purchasing decisions. These findings suggest that Samsung should continue to leverage credible brand ambassadors, consistent brand positioning, engaging social media content, and positive consumer-to-consumer communication to strengthen purchasing decisions among student consumers.

This is an open-access article under the CC BY-SA license.



Corresponding Author:

Yuningsih

Management Study Program, Faculty of Economics and Business, Universitas Wijayakusuma Purwokerto

Email: ningsihanggoro@gmail.com

1. INTRODUCTION

Marketing in an increasingly competitive business environment can no longer be understood merely as a selling activity; it is an integrated process of creating value, building

long-term relationships with consumers, and sustaining competitive advantage amid rapidly shifting market dynamics. The rapid advancement of information and communication technology has intensified consumer demand for smartphones, which have evolved from simple communication tools into multifunctional devices supporting work, education, entertainment, and digital transactions. This shift has intensified competition among smartphone manufacturers, each pursuing continuous product innovation and refining marketing strategies [1].

The proliferation of smartphone brands and models has put consumers in a position where they must evaluate multiple alternatives before making a purchase. A purchasing decision refers to the final behavior of individual or household consumers in acquiring goods or services for personal consumption [2]. Prior to deciding, consumers typically rank brands and form purchase intentions, ultimately selecting the brand they favor most. Because purchasing decisions determine marketing success and a firm's sustainability amid intensifying competition, understanding the factors that shape consumer choice remains a central concern in marketing research.

One factor believed to influence purchasing decisions is the brand ambassador—an individual who has an affinity for a brand and can influence or persuade consumers to purchase or use it [4]. A well-chosen ambassador can attract consumer attention and encourage purchase behavior. Empirical findings on this relationship remain mixed: studies by Punuindoong [5] and Hakiki et al. [6] found that brand ambassadors have a significant positive effect on purchasing decisions, whereas Winkok et al. [7] reported no significant effect, indicating an unresolved research gap.

A second factor is brand image, defined as consumers' response to a brand based on its favorable or unfavorable associations [8]. A positive brand image encourages consumer preference and purchase behavior, since consumer perception of brand image is a critical component of the decision-making process [3]. Pratama et al. [2] and Hasian and Pramuditha [9] confirmed a significant positive relationship between brand image and purchasing decisions, while other studies observed contrasting effects, again pointing to inconsistent findings across contexts.

A third factor, social media marketing, involves leveraging digital relationships and virtual community interaction as marketing tools [10]. Social media marketing enables companies to disseminate product information, foster interaction, and cultivate consumer trust. Paris and Ilhamuddin [11] and Alhamdi and Maleha [12] reported significant positive effects of social media marketing on purchasing decisions, whereas Ahmada and Putra [13] found no significant effect, further underscoring the research gap that motivates the present study.

The fourth factor, word of mouth, refers to promotional activity conducted by customers toward other customers through verbal, written, or electronic communication [3]. Because such recommendations are perceived as more honest and credible than firm-generated promotion, they often play a decisive role in consumer evaluation. Charera and Primandari [14] and Fachmi and Mardiman [15] found that word of mouth positively and significantly affects purchasing decisions, while Prasetyo [16] found no significant effect.

Samsung smartphones remain a frequently considered option among university students despite being positioned, in general market perception, at a comparatively higher price point than several competing brands offering similar specifications. Global market data through 2025 indicate that Samsung continued to lead the global smartphone market with a share of roughly 19.1%–19.6%, shipping approximately 241.2 million units worldwide, and led the Southeast Asian market with 17.9 million units shipped, while holding a 16.78% market share in Indonesia in early 2025. To gain preliminary insight into this phenomenon, a mini pre-survey of 30 students at the Faculty of Economics and Business was conducted to profile smartphone brand usage.

Table 1. Preliminary Survey of Smartphone Brand Usage Among Students

Smartphone Brand	Number of Users	Percentage
Samsung	9	30%
Xiaomi	7	23%
iPhone	6	20%
Infinix	5	17%
Oppo	3	10%
Total	30	100%

As shown in Table 1, Samsung recorded the highest usage share (30%) among the surveyed students, making it the most dominant brand despite its relatively higher price positioning—an interesting phenomenon warranting further investigation. Building on the identified research gaps regarding the effects of brand ambassador, brand image, social media marketing, and word of mouth on purchasing decisions, this study aims to analyze the influence of these four variables on the purchasing decisions of Samsung smartphones among students of the Faculty of Economics and Business, Universitas Wijayakusuma Purwokerto.

Based on the theoretical foundation and prior empirical findings, the following hypotheses were formulated:

H1: Brand ambassador has a positive and significant effect on purchasing decisions.

H2: Brand image has a positive and significant effect on purchasing decisions.

H3: Social media marketing has a positive and significant effect on purchasing decisions.

H4: Word of mouth has a positive and significant effect on purchasing decisions.

2. METHOD

2.1. Research Design

This study used a quantitative associative research design to examine causal relationships between independent and dependent variables through the collection and statistical analysis of numerical data [17]. The research was conducted at the Faculty of Economics and Business, Universitas Wijayakusuma Purwokerto, during April 2026.

2.2. Variables.

Two variable categories were used. The independent variables were brand ambassador (X_1), brand image (X_2), social media marketing (X_3), and word of mouth (X_4); the dependent variable was purchasing decision (Y).

2.3. Population and Sample

The population comprised active students of Universitas Wijayakusuma Purwokerto (cohorts 2023–2025) who use Samsung-brand smartphones, with an unknown exact population size. The minimum sample size was calculated using the Lemeshow formula:

$$n = \frac{Za^2 \times p \times q}{d^2} \quad 1)$$

where $Z = 1.96$ (95% confidence level), $p = 0.5$ (assumed prevalence, since no prior data were available), $q = 1 - p$, and $d = 0.10$ (precision level). This produced a minimum required sample of 96.04, rounded to 97 respondents. Sampling was conducted using a non-probability purposive sampling technique, with respondents required to be active students of the Faculty of Economics and Business in 2026 who had used a Samsung product for at least one year.

2.4. Data Collection

Primary data were collected through a structured questionnaire using a five-point Likert scale (Strongly Agree to Strongly Disagree), supplemented by secondary data on active student enrollment figures. Library research (journals, books, and prior studies) supported the theoretical framework.

2.5. Operational Indicators

Purchasing decision indicators followed Astuti et al. [18]: product confidence, decision speed, purchase conviction, and taste-based decision-making. Brand ambassador indicators (credibility, attractiveness, power) followed Lestari and Cahya [19]. Brand image and social media marketing indicators followed established scales consistent with prior instruments used in comparable Samsung and smartphone purchase-decision studies [2], [18].

2.6. Analytical Method

Instrument validity was tested using Pearson product-moment correlation, comparing the calculated r-value (hitung) against the critical r-table value ($df = n - 2 = 28$, $r_{table} = 0.361$ at $\alpha = 0.05$); reliability was assessed with Cronbach's Alpha (cut-off ≥ 0.70). Classical assumption tests included the Kolmogorov–Smirnov normality test, the tolerance/VIF multicollinearity test, and the Glejser heteroscedasticity test. The hypothesized relationships were tested using multiple linear regression of the form:

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e \quad 2)$$

Model fit was evaluated through the coefficient of determination (R^2) and the F-test (feasibility of the overall model), while the significance of each individual predictor was

10
evaluated through the t-test, using a 95% confidence level ($\alpha = 0.05$) and degrees of freedom ($n - k = 92$), yielding a critical t-table value of 1.662. A predictor was considered to have a significant positive effect if t-calculated > t-table and the significance value was below 0.05.

15 3. RESULTS AND DISCUSSION

3.1. Respondent Characteristics

The study surveyed 97 respondents, active students at the Faculty of Economics and Business, Universitas Wijayakusuma Purwokerto.

Table 2. Respondent Characteristics

Characteristic	Category	n	%
Gender	Male	55	57%
	Female	42	43%
Cohort year	2023	32	33%
	2024	33	34%
	2025	32	33%
Study program	Management	34	35%
	Accounting	35	36%
	Development Economics	28	29%
Duration of Samsung use	1–3 years	58	60%
	4–5 years	34	35%
	> 5 years	5	5%

Most respondents were male (57%), from the 2024 cohort (34%), enrolled in the Accounting program (36%), and had used a Samsung smartphone for 1–3 years (60%), suggesting the sample largely reflects relatively recent Samsung adopters within the student population.

21 3.2. Validity and Reliability

11
All questionnaire items produced calculated correlation coefficients (r-hitung) ranging from 0.631 to 0.897, exceeding the critical r-table value of 0.361, confirming that all items were valid. Reliability testing using Cronbach's Alpha produced coefficients above the 0.70 threshold for all constructs — purchasing decision (0.875), brand ambassador (0.818), brand image (0.803), social media marketing (0.834), and word of mouth (0.829) — indicating that all measurement instruments were reliable [20].

7 3.3. Classical Assumption Tests

The Kolmogorov–Smirnov normality test produced an Asymp. Sig. (2-tailed) value of 0.200, exceeding 0.05, confirming that the residuals were normally distributed.

1
Table 3. Multicollinearity and Heteroscedasticity Test Results

Variable	Tolerance	VIF	Glejser Sig.	Conclusion
1 and ambassador (X_1)	0.576	1.736	0.602	No multicollinearity / no heteroscedasticity
Brand image (X_2)	0.879	1.267	0.408	No multicollinearity / no heteroscedasticity
1cial media marketing (X_3)	0.597	1.675	0.186	No multicollinearity / no heteroscedasticity
Word of mouth (X_4)	0.725	1.379	0.107	No multicollinearity / no heteroscedasticity

20

All tolerance values exceeded 0.1, and all VIF values were below 10, indicating the absence of multicollinearity among predictors. Likewise, all Glejser significance values exceeded 0.05, confirming homoscedasticity of the residuals. Together, these results indicate the regression model satisfies the classical assumptions required for ordinary least squares estimation.

3.4. Multiple Linear Regression

Table 4. Multiple Linear Regression Results

Variable	Regression Coefficient
Constant	2.702
Brand ambassador (X ₁)	0.174
Brand image (X ₂)	0.300
Social media marketing (X ₃)	0.297
Word of mouth (X ₄)	0.290

1

The resulting regression equation is:

$$Y = 2.702 + 0.174X_1 + 0.300X_2 + 0.297X_3 + 0.290X_4 + e \quad 2)$$

The constant value of 2.702 indicates the baseline level of purchasing decision when all four independent variables are zero. Each regression coefficient is positive, indicating that improvements in brand ambassador, brand image, social media marketing, or word of mouth are each associated with an increase in purchasing decision, holding the other predictors constant. Brand image (0.300) exhibited the largest coefficient, followed closely by social media marketing (0.297), word of mouth (0.290), and brand ambassador (0.174).

9

The coefficient of determination (R²) was 0.608, indicating that the four predictors jointly explain 60.8% of the variance in purchasing decisions, with the remaining 39.2% attributable to variables outside the model, such as product quality, service quality, and price.

3.5. Model Feasibility (F-Test) and Hypothesis Testing (t-Test)

The F-test produced F-calculated = 14.081 with a significance value of 0.000, compared against an F-table value of 2.471 (df1 = 4, df2 = 92, α = 0.05). Since F-calculated exceeded F-table, the regression model was deemed statistically feasible for estimating the population relationship.

15

Table 5. t-Test Results (Hypothesis Testing)

Variable	t-calculated	t-table	Sig.	Decision
Brand ambassador (X ₁)	2.151	1.662	0.003	H1 accepted
Brand image (X ₂)	2.530	1.662	0.013	H2 accepted
Social media marketing (X ₃)	3.568	1.662	0.001	H3 accepted
Word of mouth (X ₄)	3.794	1.662	0.004	H4 accepted

17
All four t-calculated values exceeded the critical t-table value of 1.662, with significance levels below 0.05, leading to rejection of all null hypotheses and acceptance of H1–H4. Each variable therefore has a positive and significant effect on Samsung smartphone purchasing decisions among the surveyed students [21].

3.6. Discussion

3.6.1. Brand ambassador

The positive and significant effect of brand ambassador on purchasing decisions is consistent with the findings of Punuindoong [5] and Hakiki et al. [6]. Among the sub-indicators, *power* (charisma) recorded the highest mean score (4.01), indicating that the ambassador's charisma strengthens student trust in Samsung products, whereas *attractiveness* (communication style) recorded the lowest mean score (3.64), suggesting the advertising communication style was perceived as comparatively less engaging. This implies that while the ambassador's persona builds credibility, Samsung's promotional messaging itself may benefit from more engaging creative execution [22].

14 3.6.2. Brand image

Brand image also showed a positive and significant effect, aligning with Hasian and Pramuditha [9]. The *uniqueness* indicator (price competitiveness/differentiation) scored highest (3.98), while the *strength* indicator (functional performance matching promises) scored lowest (3.45). This suggests that although students perceive Samsung's pricing as distinctively competitive, a gap remains between promised and perceived functional performance—an area Samsung could address to further strengthen brand trust [23].

3.6.3. Social media marketing

8
Consistent with Paris and Ilhamuddin [11] and Alhamdi and Maleha [12], social media marketing had a positive and significant effect on purchasing decisions. The *online communities* indicator scored highest (4.06), reflecting community interactions on social media that increase interest in Samsung products, while content sharing scored lowest (3.70), suggesting that improving content creativity and relevance could further boost engagement.

3.6.4. Word of mouth

In line with Charera and Primandari [14] and Fachmi and Mardiman [15], word of mouth positively and significantly affected purchasing decisions. The *valence of opinion* indicator (frequency of hearing positive opinions) scored highest (4.18), while *talkers' intensity* (frequency of overhearing conversations about the brand) scored lowest (3.38). This suggests that while the quality (positivity) of word-of-mouth communication about Samsung is strong, students could increase the overall volume or frequency of such conversations through targeted community-building initiatives [24].

Collectively, these findings reinforce the view that purchasing decisions in the smartphone category are shaped jointly by promotional figures, brand perception, digital

marketing engagement, and peer communication, rather than by any single determinant — a pattern broadly consistent with prior Samsung- and smartphone-focused studies [2], [9], [25].

13 4. CONCLUSION

This study concludes that brand ambassador, brand image, social media marketing, and word of mouth each exert a positive and statistically significant effect on the purchasing decisions of Samsung-brand smartphones among students of the Faculty of Economics and Business, Universitas Wijayakusuma Purwokerto. The regression model, with an R^2 of 60.8%, shows strong explanatory power, while the F-test confirms the model's overall statistical adequacy. Among the four predictors, brand image exerted the strongest individual influence, followed by social media marketing, word of mouth, and brand ambassador.

Practically, these findings suggest that Samsung should continue selecting credible, charismatic brand ambassadors while enhancing the creative appeal of associated advertising content; maintain alignment between marketed promises and actual product performance to reinforce brand image; invest in more engaging, relevant social media content to deepen community interaction; and actively nurture customer satisfaction, since positive word of mouth remains a powerful, low-cost driver of purchase intention. Future research could extend this model by incorporating additional variables such as price, product quality, and service quality, which together account for the remaining 39.2% of unexplained variance, and by broadening the sample beyond a single faculty or university to improve generalizability.

REFERENCES

- [1] P. Kotler and K. L. Keller, *Marketing Management*, 15th ed. Pearson Education, 2016.
- [2] S. Pratama, M. Surveyandini, and T. Masita, "Pengaruh Citra Merek, Word of Mouth, dan Layanan Purnajual Terhadap Keputusan Pembelian Handphone Samsung di Purwokerto," *Majalah Ilmiah Manajemen & Bisnis (MIMB)*, vol. 21, no. 2, 2024.
- [3] F. Taher, "Pengaruh Word of Mouth Terhadap Keputusan Pembelian Parfum the Body Shop Body Mist Japanese Cherry Blossom Pada Toko the Body Shop," *Dinamika Ekonomi: Jurnal Ekonomi dan Bisnis*, vol. 15, no. 2, pp. 393–404, 2022.
- [4] M. A. Firmansyah, *Pemasaran Produk dan Merek: Planning dan Strategy*. CV Penerbit Qiara Media, 2019.
- [5] A. Y. Punuindoong, "Pengaruh Brand Ambassador dan Brand Image Terhadap Keputusan Pembelian Smartphone Samsung Seri A di IT Center Manado," *Productivity*, vol. 3, no. 5, pp. 445–451, 2022.
- [6] F. N. Hakiki, D. Emti, et al., "Pengaruh Brand Ambassador, Brand Image dan Brand Trust Terhadap Keputusan Pembelian Handphone Merek Samsung di Kota Pekanbaru," *Jurnal Manajemen*, vol. 2, no. 1, pp. 78–92, 2025.
- [7] J. P. Winkok, William, and S. Joe, "Pengaruh Digital Marketing, Brand Ambassador, Brand Image Terhadap Keputusan Pembelian iPhone pada Mahasiswa di Kota Medan," *Jurnal Wira Ekonomi Mikroskil (JWEM)*, vol. 13, no. 2, pp. 126–139, 2023.
- [8] K. L. Keller and V. Swaminathan, *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*, 5th ed. Pearson Education Limited, 2020.
- [9] A. G. Hasian and C. A. Pramuditha, "Pengaruh Brand Ambassador, Brand Awareness, Brand Image, dan Brand Loyalty Terhadap Keputusan Pembelian Smartphone Samsung di Palembang," *Publikasi Riset Mahasiswa Manajemen*, vol. 3, no. 2, pp. 115–121, 2022.
- [10] D. F. Sjoraida, S. Masruroh, A. Risdwyanto, A. Hardian, and E. Meidasari, "Pengaruh Social Media

- Marketing, Kualitas Produk dan Citra Merek Terhadap Keputusan Pembelian Smartphone Oppo," *JEMSI (Jurnal Ekonomi, Manajemen, dan Akuntansi)*, vol. 9, no. 5, pp. 2044–2049, 2023.
- [11] M. Paris and M. Ilhamuddin, "Pengaruh Social Media Marketing, Word of Mouth (WoM) dan Brand Image Terhadap Keputusan Pembelian Smartphone Infinix di Kota Mataram," *ALEXANDRIA (Journal of Economics, Business, & Entrepreneurship)*, vol. 6, no. 2, pp. 257–262, 2025.
- [12] R. Alhamdi and N. Y. Maleha, "Analisis Pengaruh Social Media Marketing dan Kredibilitas Brand terhadap Keputusan Pembelian Produk Smartphone iPhone," *Jurnal Topik Manajemen*, vol. 2, no. 2, pp. 551–560, 2025.
- [13] R. A. Ahmada and F. I. F. S. Putra, "Pengaruh Social Media Marketing, Content Marketing, dan Brand Image Terhadap Keputusan Pembelian Produk Smartphone Samsung dan iPhone Pada Mahasiswa Universitas di Semarang," *Dinamika: Jurnal Manajemen Sosial Ekonomi*, vol. 4, no. 1, pp. 90–110, 2024.
- [14] S. F. Charera and N. R. Primandari, "Pengaruh Brand Image dan Word of Mouth Terhadap Keputusan Pembelian Smartphone Merek iPhone Pada Mahasiswa FKIP Unbara Angkatan 2022-2023," *Jurnal Manajemen Bisnis Unbara*, vol. 8, no. 2, pp. 44–61, 2025.
- [15] M. Fachmi and M. Mardiman, "Keputusan Pembelian pada Produk Samsung yang Dipengaruhi Word of Mouth, Brand Ambassador, dan Brand Image," *Economics and Digital Business Review*, vol. 6, no. 2, pp. 1089–1099, 2025.
- [16] B. P. W. Prasetyo, "Pengaruh Word of Mouth dan Brand Image Terhadap Keputusan Pembelian Smartphone Oppo Pada Mahasiswa UIN Malang," *Jurnal Manajemen Pendidikan Islam UIN Maulana Malik Ibrahim Malang*, vol. 7, no. 3, 2022.
- [17] Sugiyono, *Metode Penelitian Pendidikan: Pendekatan Kuantitatif, Kualitatif, dan R&D*. Alfabeta, 2020.
- [18] A. D. Astuti, T. E. Masita, and Arinastuti, "Pengaruh Brand Image, Brand Awareness, Promosi, dan Persepsi Harga Terhadap Keputusan Pembelian Smartphone OPPO di Kota Purwokerto," *Majalah Ilmiah Manajemen & Bisnis (MIMB)*, vol. 21, no. 1, pp. 122–129, 2024.
- [19] A. T. Lestari and S. B. Cahya, "Pengaruh Brand Ambassador Korea Lee Minho, Kualitas Produk, dan Persepsi Harga Terhadap Keputusan Pembelian Sunscreen Azarine," *Jurnal Pendidikan Tata Niaga (JPTN)*, vol. 11, no. 2, pp. 174–186, 2023.
- [20] A. Manap, Y. Hawari, A. Lubis, Z. Lubis, and A. Saepullah, "Analysis of the Influence of Brand Ambassador and Brand Image on the Purchase Decision of Samsung Smartphone Products Customers," *JEMSI (Jurnal Ekonomi, Manajemen, dan Akuntansi)*, vol. 9, no. 5, pp. 2029–2034, 2023.
- [21] B. Godey, A. Manthiou, D. Pederzoli, J. Rokka, G. Aiello, R. Donvito, and R. Singh, "Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior," *Journal of Business Research*, vol. 69, no. 12, pp. 5833–5841, 2016, doi: 10.1016/j.jbusres.2016.04.181.
- [22] A. J. Kim and E. Ko, "Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand," *Journal of Business Research*, vol. 65, no. 10, pp. 1480–1486, 2012, doi: 10.1016/j.jbusres.2011.10.014.
- [23] L. Zollo, R. Filieri, R. Rialti, and S. Yoon, "Unpacking the relationship between social media marketing and brand equity: The mediating role of consumers' benefits and experience," *Journal of Business Research*, vol. 117, pp. 256–267, 2020, doi: 10.1016/j.jbusres.2020.05.001.
- [24] S. Chu, "Electronic word-of-mouth impacts on consumer behavior: Exploratory and experimental studies," *Journal of International Consumer Marketing*, vol. 25, no. 3, 2013, doi: 10.1080/08961530.2013.780850.
- [25] A. Yazdanparast, M. Joseph, and F. Muniz, "Consumer-based brand equity in the 21st century: An examination of the role of social media marketing," *Young Consumers: Insight and Ideas for Responsible Marketers*, vol. 17, no. 3, pp. 243–255, 2016, doi: 10.1108/YC-03-2016-00590.

20%

SIMILARITY INDEX

16%

INTERNET SOURCES

20%

PUBLICATIONS

4%

STUDENT PAPERS

PRIMARY SOURCES

- | | | |
|----|--|----|
| 1 | Akhila Fatmawati, Ady Achadi, Enrico Aziezy, Dian Safitri P Koesoemasari. "The Influence of Brand Image, Trust, Perceived Value, and Electronic Word of Mouth on Purchase Decisions for Hanasui Products on TikTok Shop", Journal of Multidisciplinary Science: MIKAILALSYS, 2026
Publication | 3% |
| 2 | ojssulthan.com
Internet Source | 2% |
| 3 | Henry Obiora Chukwudi, Babatope Osagbemiro. "Risk Awareness about Tetracycline-Induced Tooth Discolouration among Pregnant Women attending the University of Port-Harcourt Teaching Hospital Antenatal Clinic in Nigeria", Springer Science and Business Media LLC, 2025
Publication | 1% |
| 4 | download.atlantis-press.com
Internet Source | 1% |
| 5 | www.grafiati.com
Internet Source | 1% |
| 6 | journal.rescollacomm.com
Internet Source | 1% |
| 7 | journalkeberlanjutan.com
Internet Source | 1% |
| 8 | repository.polibatam.ac.id
Internet Source | 1% |
| 9 | Nadia Fayza Rohma, Agus Prianto. "The Influence of Flash Sales and Free Shipping on Online Purchase Decisions among University Students in Jombang", Journal of Multidisciplinary Science: MIKAILALSYS, 2026
Publication | 1% |
| 10 | repository.poliban.ac.id
Internet Source | 1% |
| 11 | Tedi Supriyadi, Julia, Sandie Gunara, Aam Ali Rahman, Saitov Suxrob Djumaydillayevich. "Arabic linguistic symbols and the internalization of students' religious identity: A mixed methods analysis in the context of Islamic Religious Education", Multidisciplinary Reviews, 2025 | 1% |

12	journal-gehu.com Internet Source	1 %
13	Hurriyati Ratih, Tjahjono Benny, GafarAbdullah Ade, Sulastri, Lisnawati. "Advances in Business, Management and Entrepreneurship", CRC Press, 2020 Publication	1 %
14	injoqast.net Internet Source	1 %
15	www.atlantis-press.com Internet Source	1 %
16	jurnal.amertainstitute.com Internet Source	1 %
17	risetpress.com Internet Source	1 %
18	ajdsa-journal.org Internet Source	1 %
19	jurnal.uin-antasari.ac.id Internet Source	1 %
20	spm-online.com Internet Source	1 %
21	Titi Suhartati, Hayati Fatimah, Nedsal Sixpria. "INTERNAL AUDITOR'S ROLE IN ENHANCING FINANCIAL ACCOUNTABILITY IN INDONESIAN PUBLIC HIGHER EDUCATION", Financial and credit activity problems of theory and practice, 2026 Publication	1 %
22	esj.eastasouth-institute.com Internet Source	1 %

Exclude quotes

Off

Exclude bibliography

On