

THE INFLUENCE OF CONTENT MARKETING, BRAND AMBASSADOR, AND BRAND IMAGE ON ULTRA MILK CUSTOMER LOYALTY

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Abstrak

Industri makanan dan minuman di Indonesia menghadapi tingkat kompetisi yang tinggi, sehingga perusahaan dituntut untuk terus berinovasi guna mempertahankan loyalitas pelanggan. Penelitian ini bertujuan untuk menganalisis pengaruh pemasaran konten, peran duta merek, dan citra merek terhadap loyalitas pelanggan Susu Ultra di Kota Madiun. Pendekatan kuantitatif digunakan dengan metode survei, mengumpulkan data dari 385 konsumen Susu Ultra di Madiun melalui teknik purposive sampling. Data yang terkumpul dianalisis menggunakan IBM SPSS Statistics 25, mencakup uji validitas dan reliabilitas, uji asumsi klasik, regresi linier berganda, serta uji hipotesis. Hasil penelitian menunjukkan bahwa ketiga variabel independen, yaitu pemasaran konten, duta merek, dan citra merek, memberikan pengaruh positif dan signifikan terhadap loyalitas pelanggan. Temuan ini menegaskan pentingnya strategi pemasaran digital dalam lingkungan pasar yang kompetitif, khususnya melalui penciptaan konten yang relevan dan menarik, pemilihan selebritas yang kredibel, serta pengembangan citra merek yang kuat. Secara keseluruhan, strategi-strategi tersebut mampu memperdalam hubungan emosional dengan konsumen, mendorong pembelian berulang, dan menumbuhkan loyalitas pelanggan yang berkelanjutan.

Kata Kunci: Loyalitas Pelanggan, *Content Marketing*, *Brand Ambassador*, Citra Merek, Susu Ultra

Abstract

Indonesia's food and beverage sector is highly competitive, compelling companies to consistently innovate to sustain customer loyalty. This research seeks to examine the impact of content marketing, brand ambassadors, and brand image on customer loyalty to Ultra Milk in Madiun. A quantitative method was utilized through a survey, gathering data from 385 Ultra Milk consumers in Madiun using purposive sampling. The data collected was analyzed using IBM SPSS Statistics 25, incorporating validity and reliability assessments, classical assumption evaluations, multiple linear regression analysis, and hypothesis testing. The findings reveal that customer loyalty is positively and significantly influenced by the three independent variables: content marketing,

brand ambassadors, and brand image. The results highlight the critical role of digital marketing strategies within competitive market settings, emphasizing the significance of producing relevant and engaging content, selecting reputable celebrities, and establishing a robust brand image. In summary, these strategies proficiently strengthen emotional bonds with consumers, promote recurring purchases, and cultivate enduring customer loyalty.

Keywords: *Customer Loyalty, Content Marketing, Brand Ambassador, Brand Image, Ultra Milk*

A. INTRODUCTION

The food and beverage sector in Indonesia operates within a highly competitive environment, necessitating ongoing innovation by companies aiming to maintain customer loyalty. The strategic significance of this industry to the national economy is demonstrated by its contribution of 8.65% to Indonesia's gross domestic product (GDP) in 2024, highlighting both its substantial economic impact and the intense market competition. This competitive dynamic compels firms to adopt comprehensive strategies focused on cultivating customer loyalty to ensure long-term sustainability and growth (Criswanto et al., 2024). Within this framework, PT Ultrajaya Milk Industry & Trading Company Tbk (ULTJ) has sustained a prominent position as the manufacturer of Ultra Milk since its inception in 1958.

Ultra Milk has managed to retain its market leadership despite the intense level of competition. This resilience is evidenced by a 7.6% sales growth in 2024, with dairy products contributing 77% of the company's total revenue (Warta Ekonomi, 2024). Market research also underscores Ultra Milk's strong presence in the e-commerce sector. Between June 1–15, 2023, the Ultra Milk Official Store dominated the market with a 26.9% share, outperforming competitors such as Frisian Flag and Japfa. The rapid development of internet technology has further supported this performance by fostering cyberspace a virtual environment that enables communication, interaction, and diverse economic activities (Riyanto & Muchayatin, 2023). Although market conditions fluctuate, Ultra Milk has consistently sustained its position as the leading UHT milk brand, both offline and across digital platforms, largely attributable to the effectiveness of its digital marketing strategies.

A preliminary survey of Ultra Milk consumers in Madiun City generated several important insights. The findings reveal a high level of brand awareness (86%) and a strong purchase intention (84%). However, customer loyalty was measured at only 72%. This disparity between strong brand awareness and comparatively lower loyalty represents a key issue addressed in this study. Further examination indicates that 63.4% of respondents reported purchasing Ultra Milk products more than three times per month, reflecting a relatively solid level of loyalty. Nonetheless, these results highlight the necessity for more strategically formulated efforts to maintain and enhance customer loyalty.

Prior research has consistently underscored loyalty as a pivotal determinant of brand sustainability, particularly within highly competitive market contexts (Rizal & Ismail, 2025). Loyalty is often conceptualized as a strategic asset, as committed customers contribute to long-term value creation for companies (Afrida et al., 2020). The literature suggests that multiple factors shape customer loyalty, with content marketing, brand ambassadors, and brand image frequently identified as key drivers. Setiawan and Safitri (2023) provide empirical evidence that both content marketing and brand image positively influence loyalty, while also emphasizing the reinforcing role of brand ambassadors. However, while these findings are valuable, they may overlook potential contextual variations such as differences in consumer behavior across regions or digital versus offline channels that could affect the consistency of these relationships.

Content marketing constitutes a strategic promotional method in which organizations develop and distribute commercial materials via digital channels, including websites, social media, blogs, and video platforms (Purwanto & Sahetapy, 2022). When designed to align with consumer needs, this strategy can stimulate ongoing interaction and foster stronger customer loyalty (Julaeha, 2024). Mohamed (2025) further highlights the significance of relevance and personalization, arguing that such tailored messaging can substantially reinforce loyalty. A practical example of this is Ultra Milk's Instagram account, @mymilk_id, which actively uses creative digital marketing strategies. Through mechanisms such as consumer engagement in comments, content sharing, and

participation in contests or quizzes, the brand is able to cultivate a sense of community among its consumers, thereby strengthening loyalty (Nurcahyadi, 2024). Nevertheless, while these outcomes suggest the effectiveness of content marketing, its impact may not be uniform across all consumer segments, as factors such as content saturation, shifting digital trends, and platform algorithms could potentially limit the sustainability of engagement.

Another influential factor in shaping consumer behavior is the brand ambassador strategy. A brand ambassador functions as a medium through which companies communicate and connect with the public, with the ultimate goal of enhancing sales performance. Empirical studies indicate that this strategy is frequently adopted within the food and beverage sector to attract consumers while simultaneously fostering loyalty (Prihastuti & Jamiati, 2024). The effectiveness of brand ambassadors, however, is largely contingent on the careful selection of individuals who are not only popular but also possess a favorable public image and a strong relevance to the product being endorsed (Kirana et al., 2020). Recent perspectives further suggest that authentic influencers are often perceived as more trustworthy information sources, as they are capable of cultivating emotional bonds between consumers and brands (Baghel, 2024). Nonetheless, while brand ambassadors can be effective in generating engagement and shaping consumer perceptions, their impact may be subject to limitations, such as overexposure, shifting consumer preferences, or credibility issues when promotional activities are perceived as overly commercialized.

Brand image is a key determinant in influencing and sustaining customer loyalty, as it reflects consumers' perceptions formed through information and past experiences (Nugraheni et al., 2020). Positive purchase and usage experiences often strengthen loyalty (Yunaida, 2017), while a strong brand image can build emotional connections with consumers (Rappoport & Innocentius, 2024). Nurisma and Khalid (2024) confirm its positive effect on loyalty; however, Arif and Syahputri (2021) found that brand image influences satisfaction but not loyalty directly. These mixed results suggest that the influence of brand image on loyalty may be indirect and mediated by other factors, necessitating further investigation.

This study is expected to offer practical contributions by guiding companies in designing more targeted strategies through content marketing, brand ambassadors, and brand image to enhance customer loyalty. It also benefits consumers by clarifying the factors influencing their loyalty, though the applicability of findings may vary across different contexts.

1. Marketing Management

Authors Kotler and colleagues (2022) describes marketing management as a series of processes focused on generating, conveying, and delivering value to customers, while fostering relationships that bring advantages to the organization. Similarly, Shinta (2011) emphasizes that marketing management encompasses the planning, execution, organization, management, and control of marketing activities to ensure the effective achievement of organizational objectives. Expanding this perspective, Kotler and Keller (2009) argue that marketing management encompasses a broad scope of responsibilities, including strategy formulation, market analysis, brand development, value creation, and sustaining long-term growth. While these definitions underline the strategic and operational importance of marketing management, They also point out that its effectiveness depends on the organization's ability to adapt to dynamic market conditions and changing consumer behavior.

2. Customer Loyalty

Customer loyalty, as defined by Kotler et al. (2022), refers to consumers' commitment to consistently repurchase a product despite competing offers. Oktavia et al. (2022) further view loyalty as a naturally developed attachment that drives repeat purchases, while Sudarsono (2020) conceptualizes it as a process evolving through cognitive, affective, and conative stages. Loyal customers are typically characterized by repeated purchases, willingness to recommend, and resistance to competitors' influence. Several factors contribute to loyalty, including perceived value, trust, customer relationships, switching costs, and reliability (Hasan, 2013). Its measurement can be observed through indicators such as repeat purchases, habitual consumption, preference, brand adherence, perceived product superiority, and

recommendations (Tjiptono, 2005). Critically, while these definitions and indicators provide a structured understanding of loyalty, they may oversimplify its dynamic nature, as loyalty today is increasingly shaped by digital interactions, experiential value, and shifting consumer expectations that extend beyond traditional purchase behaviors.

3. Content Marketing

Content marketing is defined as a promotional strategy involving the creation and dissemination of commercial content through digital media (Purwanto & Sahetapy, 2022). Its main objective is to deliver relevant, informative, and consistent value to attract audiences and build long-term relationships (Wardhana, 2025). When tailored to consumer needs, it fosters continuous interaction (Julaeha, 2024), while personalized content further enhances loyalty (Mohamed, 2025). Indicators include relevance, accuracy, value, clarity, accessibility, and consistency (Iskandar et al., 2023). However, its effectiveness remains contingent on audience engagement and the adaptability of content to fast-changing digital trends.

4. Brand Ambassador

A brand ambassador is a marketing strategy that aims to build communication and relationships with the public to increase sales (Prihastuti & Jamiati, 2024). The effectiveness of this approach depends on selecting figures who are not only widely recognized but also possess a positive image and product relevance, enabling emotional connections with consumers (Kirana et al., 2020). Rositter and Percy's VisCAP model visibility, credibility, attraction, and power serves as key indicators of brand ambassador effectiveness (Selfiana & Susanti, 2024). Nonetheless, its success may be limited by issues of authenticity, over-commercialization, or shifting consumer trust in endorsers.

5. Brand Image

Brand image is defined as consumers' perceptions and beliefs shaped by associations stored in memory (Nugraheni et al., 2020). It plays a crucial role in fostering loyalty through positive experiences (Yunaida, 2017). Can strengthen emotional bonds with consumers when well established (Andjarwati & Chusniartiningsih, 2018). Moreover, it is often positioned as a key objective for sustaining loyalty (Rappoport & Innocentius, 2024). Indicators include brand strength, product uniqueness, and consumer preference (Kotler & Armstrong, 2005 in Sondakh, 2014). However, the impact of brand image may not always directly lead to loyalty, as it can be mediated by satisfaction, trust, or competitive dynamics.

B. METHOD

This study utilized a quantitative (positivist) approach to investigate the impact of content marketing, brand ambassadors, and brand image on customer loyalty. The survey was conducted from March to July 2025, focusing on Ultra Milk consumers in Madiun city. Due to the unknown population size, the Lemeshow formula was utilized to determine a sample size of 385 respondents, who were purposively selected based on criteria including purchasing Ultra Milk at least twice monthly, residing in Madiun, and being aged between 17 and 50 years. Data collection was conducted via an online questionnaire employing a 5-point Likert scale. The data were analyzed using IBM SPSS 25, incorporating, validity and reliability assessments, classical assumption tests (normality, multicollinearity, heteroscedasticity), multiple linear regression analysis, and hypothesis testing through t-tests and the coefficient of determination. Although this research design facilitates systematic measurement, reliance on self-reported survey data and purposive sampling may constrain the generalizability of the findings and introduce potential response bias.

C. RESULTS AND DISCUSSIONS

This research examines the findings from validity and reliability tests, classical assumption analyses, multiple regression evaluations, and hypothesis testing to understand the impact of content marketing, bra

and ambassadors, and brand image on customer loyalty to Ultra Milk. Although the study employs rigorous methodological procedures, its findings require critical interpretation, as statistical results may not fully capture the complex dynamics of consumer behavior.

1. Validity Test

Table 1. Validity Test Result

Variabel	Pernyataan	R _{hitung}	R _{tabel}	Keterangan
Content Marketing (X1)	X 1.1	0,878	0,100	Valid
	X 1.2	0,890	0,100	Valid
	X 2.1	0,858	0,100	Valid
	X 2.2	0,837	0,100	Valid
	X 3.1	0,872	0,100	Valid
	X 3.2	0,867	0,100	Valid
	X 4.1	0,871	0,100	Valid
	X 4.2	0,872	0,100	Valid
	X 5.1	0,850	0,100	Valid
	X 5.2	0,829	0,100	Valid
	X 6.1	0,862	0,100	Valid
	X 6.2	0,850	0,100	Valid
Brand Ambassador (X2)	X 1.1	0,833	0,100	Valid
	X 1.2	0,845	0,100	Valid
	X 2.1	0,823	0,100	Valid
	X 2.2	0,828	0,100	Valid
	X 3.1	0,832	0,100	Valid
	X 3.2	0,840	0,100	Valid
	X 4.1	0,815	0,100	Valid
	X 4.2	0,829	0,100	Valid
Brand Image (X3)	X 1.1	0,886	0,100	Valid
	X 1.2	0,799	0,100	Valid
	X 2.1	0,816	0,100	Valid
	X 2.2	0,735	0,100	Valid
	X 3.1	0,793	0,100	Valid
	X 3.2	0,883	0,100	Valid
Customer Loyalty (Y)	X 1.1	0,914	0,100	Valid
	X 1.2	0,911	0,100	Valid

	X 2.1	0,899	0,100	Valid
	X 2.2	0,910	0,100	Valid
	X 3.1	0,911	0,100	Valid
	X 3.2	0,908	0,100	Valid
	X 4.1	0,889	0,100	Valid
	X 4.2	0,916	0,100	Valid
	X 5.1	0,908	0,100	Valid
	X 5.2	0,889	0,100	Valid
	X 6.1	0,916	0,100	Valid
	X 6.2	0,908	0,100	Valid

Source: Processed Research Data (2025)

Based on validity testing with 385 respondents and an r-table value of 0.100 at the 5% significance level, all items of Content Marketing (12), Brand Ambassador (8), Brand Image (6), and Customer Loyalty (12) obtained r-count values greater than r-table. Thus, the instruments are declared valid and capable of measuring the intended variables, although statistical validity alone may not fully guarantee their contextual relevance.

2. Reliability Test

Table 2. Reliability Test Result

Variabel	Cronbach Alpha	Keterangan
Content Marketing	0,968	Reliabel
Brand Ambassador	0,935	Reliabel
Brand Image	0,899	Reliabel
Customer Loyalty	0,968	Reliabel

Source: Processed Research Data (2025)

The results of the reliability analysis demonstrate that all variables meet the reliability criterion, with Cronbach's Alpha values surpassing the threshold of 0.70. Content Marketing (0.968), Brand Ambassador (0.935), Brand Image (0.899), and Customer Loyalty (0.868). These scores confirm strong internal consistency, though high reliability does not necessarily ensure the instruments fully capture the multidimensional nature of each construct.

3. Normality Test

Table 3. Normality Test Result

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		384
Normal Parameters ^{a,b}	Mean	0.0000000
	Std. Deviation	6.57447540
Most Extreme Differences	Absolute	0.043
	Positive	0.027
	Negative	-0.043
Test Statistic		0.043
Asymp. Sig. (2-tailed)		0.081 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Processed Research Data (2025)

The One-Sample Kolmogorov-Smirnov test produced an Asymp. Sig. (2-tailed) value of 0.081, exceeding the 0.05 significance level, indicating that the residuals are normally distributed. Thus, the regression model meets the normality assumption, although normality alone does not fully guarantee overall model robustness.

4. Multicollinearity Test

Table 4. Multicollinearity Test Result

Coefficients ^a				
Model		Collinearity Statistics		Keterangan
		Tolerance	VIF	
1	(Constant)			
	<i>Conten Marketing</i>	0.958	1.044	There Is No Indication Of Multicollinearity
	<i>Brand Ambassador</i>	0.874	1.144	There Is No Indication Of Multicollinearity
	Citra Merek	0.881	1.136	There Is No Indication Of Multicollinearity

a. Dependent Variable: *Loyalitas Pelanggan*

Source: Processed Research Data (2025)

The multicollinearity test shows tolerance values above 0.10 and VIF values below for Content Marketing (0.958) VIF (1.044), Brand Ambassador (0.874) VIF (1.144), and Brand Image (0.881) VIF (1.136). This indicates no multicollinearity symptoms, suggesting that independent variables do not excessively influence one another. However, absence of multicollinearity does not eliminate other potential model specification issues.

5. Heteroscedasticity Test

Table 5. Heteroscedasticity Test Result

Coefficients ^a		
Model	Sig.	Keterangan
1 (Constant)	0.002	
<i>Contegnt Marketin</i>	0.069	There Is No Indication Of Heteroscedasticity
<i>Brand Ambassador</i>	0.591	There Is No Indication Of Heteroscedasticity
Citra Merek	0.154	There Is No Indication Of Heteroscedasticity
a. Dependent Variable: ABS_RES		

Source: Processed Research Data (2025)

The heteroskedasticity test shows that all independent variables Content Marketing, Brand Ambassador, and Brand Image have significance values above 0.05, indicating no heteroskedasticity symptoms (Ghozali, 2018). Thus, the regression model meets the classical assumption of constant residual variance, though stability across different data subsets should still be considered.

6. Multiple Linier Regression Test

Table 6. Multiple Linier Regression Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.445	2.994		2.152	0.032
	<i>Content Marketing</i>	0.304	0.044	0.293	6.904	0.000
	<i>Brand Ambassador</i>	0.531	0.068	0.345	7.775	0.000
	Citra Merek	0.396	0.087	0.202	4.569	0.000

a. Dependent Variable: Loyalitas Pelanggan

Source: Processed Research Data (2025)

The multiple regression analysis produced the equation $Y = 6.445 + 0.304X_1 + 0.531X_2 + 0.396X_3$. The constant (6.445) implies that customer loyalty persists even when the independent variables are absent. The positive coefficients for Content Marketing (0.304), Brand Ambassador (0.531), and Brand Image (0.396) indicate that improvements in each variable contribute to higher customer loyalty, assuming other variables remain constant.

7. Partial Significance Test (t-Test)

Tabel 7. Partial Significance Test (t-Test) Result

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.445	2.994		2.152	0.032
	<i>Content Marketing</i>	0.304	0.044	0.293	6.904	0.000
	<i>Brand Ambassador</i>	0.531	0.068	0.345	7.775	0.000
	Citra Merek	0.396	0.087	0.202	4.569	0.000

a. Dependent Variable: Loyalitas Pelanggan

Source: Processed Research Data (2025)

The t-test results derived from the regression equation $Y = 6.445 + 0.304X_1 + 0.531X_2 + 0.396X_3$ confirm that Content Marketing, Brand Ambassador, and Brand Image all exhibit positive and statistically significant effects on customer loyalty. This finding implies that increases in these variables consistently enhance customer loyalty, underscoring their strategic importance in strengthening long-term consumer relationships.

8. Coefficient of Determination Test

Tabel 8. Coefficient of Determination Test Result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

1	.588 ^a	0.346	0.341	6.600
a. Predictors: (Constant), <i>Content Marketing</i> , <i>Brand Ambassador</i> , <i>Citra Merek</i>				

Source: Processed Research Data (2025)

The results from the Model Summary reveal an R Square value of 0.346, indicating that 34.6% of the variance in customer loyalty can be attributed to Content Marketing, Brand Ambassador, and Brand Image, whereas the remaining 65.4% is accounted for by variables not included in the model. This proportion indicates a moderate level of explanatory power, implying that while the model is both sufficient and valid for further analysis, external factors outside the framework significantly influence customer loyalty.

D. CONCLUSIONS

The findings demonstrate that Content Marketing, Brand Ambassador, and Brand Image have a positive and significant effect on customer loyalty to Ultra Milk in Madiun. Content Marketing strengthens attachment through relevant and consistent content, Brand Ambassador enhances trust and emotional bonds via credibility and appeal, while Brand Image shapes favorable consumer perceptions through reputation, uniqueness, and innovation, all of which foster sustainable loyalty.

E. SUGGESTIONS

PT Ultrajaya Milk Industry ought to reinforce its content marketing strategies by focusing on educational, engaging, and trend-aware approaches, while carefully choosing brand ambassadors who reflect the company's core values to foster stronger emotional connections with consumers. Maintaining product quality, innovation, and positive brand communication is essential to sustain a strong brand image. This research reinforces the principles of Relationship Marketing and Customer-Based Brand Equity (CBBE) theory, demonstrating that content marketing and brand ambassadors are integral to influencing brand image and fostering customer loyalty. Moreover, it contributes to marketing science in the FMCG sector and offers a reference for future research with additional variables or specific consumer segmentation.

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