

THE INFLUENCE OF FEAR OF MISSING OUT, CELEBRITY ENDORSEMENT, ELECTRONIC WORD OF MOUTH, URBAN LIFESTYLE, AND BRAND IMAGE ON PURCHASE DECISIONS FOR EIGER PRODUCTS IN THE MADIUN RESIDENCY

Zindy Widy Hapsari¹⁾, Apriyanti²⁾, Wiwin Juliyanti³⁾

^{1,2,3} Faculty of Economics and Business, Universitas PGRI Madiun

Email: zindy_2203102133@mhs.unipma.ac.id

Email: kelip.apriyanti@unipma.ac.id

Email: wiwin@unipma.ac.id

Abstract

This study aims to analyze the influence of Fear of Missing Out (FOMO), Celebrity Endorsement, Electronic Word of Mouth (E-WOM), Urban Lifestyle, and Brand Image on the purchasing decision of Eiger products among consumers in the Madiun Residency. The study employs a quantitative associative method with a sample of 242 Eiger consumers selected through Cluster Random Sampling across five regions of the Madiun Residency. Data were collected using Likert-scale questionnaires and analyzed using Structural Equation Modeling based on Partial Least Square (SEM-PLS) through SmartPLS 4.0. The results show that FOMO, Celebrity Endorsement, Urban Lifestyle, and Brand Image have a positive and significant effect on purchasing decisions, whereas E-WOM has no significant effect. Brand Image emerged as the most dominant variable influencing purchasing decisions, followed by Urban Lifestyle. These findings indicate that Eiger consumers' purchasing decisions are driven more by brand image, urban lifestyle, and public figures than by online reviews. The implications emphasize strengthening brand image, aligning products with urban lifestyles, and leveraging endorser strategies and product scarcity to trigger purchase urgency.

Keywords: Fear of Missing Out, Celebrity Endorsement, Electronic Word of Mouth, Urban Lifestyle, Brand Image, Purchasing Decision

A. INTRODUCTION

Background and Phenomena

The clothing and outdoor lifestyle industry in Indonesia has experienced a significant transformation over the past five years. This sector no longer merely serves functional needs but has evolved into a part of urban fashion trends and a means of social identity expression, particularly among the younger generation. Data from the Central Statistics Agency (2024) and reports from the Indonesian E-Commerce Association (idEA) note that the outdoor clothing

and accessories category has grown by an average of 18-22 percent per year (Sirclo, 2024). This growth is driven by the increasing public interest in outdoor recreational activities and a shift in consumer preferences toward clothing that is both functional and stylish for daily activities.

Eiger is an Indonesian outdoor brand founded by Ronny Lukito in 1979, with its first store opened in 1994 in Cihampelas, Bandung. Eiger Adventure is now one of the most popular local brands among millennials and Generation Z who enjoy outdoor activities (Tempo, 2023).

Eiger's sales data from 2021 to 2025 shows an increasing trend from 7.8 million units to 11.8 million units, or a growth of approximately 51 percent over the past five years, driven by post-pandemic recovery, lifestyle category strengthening, product diversification, and physical store expansion. In the Madiun Residency, purchasing decisions for Eiger products are evident in transactions through e-commerce and official stores. Although the launch of limited editions, celebrity endorsers, and customer reviews has successfully increased enthusiasm, consumers in Madiun tend to take longer to evaluate their choices before purchasing, with price, function, and direct experience in physical stores being the final determinants of the transaction.

The current phenomenon at Eiger shows a shift in the brand's position from a climbing gear provider to a representation of urban lifestyle. As a long-known local brand, Eiger has a strong brand image in terms of quality, durability, and trust, which are the main factors in increasing consumer confidence and reducing perceived risk in the Madiun Residency. With a strong brand image, Eiger also adapts to urban lifestyle trends, where its products are no longer used only for outdoor activities but have become part of daily life, from attending college, working, to gathering with friends.

In its marketing strategy, Eiger utilizes Celebrity Endorsement through public figures relevant to outdoor activities, and Fear of Missing Out (FOMO) strategies through flash sales, limited edition products, and pre-orders to create purchase urgency. However, consumers still consider purchasing decisions rationally, so the influence of these strategies is not always as strong as the brand image factor. A different phenomenon is seen in Electronic Word of Mouth (E-WOM); consumers in Madiun tend to rely more on brand reputation and recommendations from close acquaintances rather than reviews on digital platforms.

The results of a preliminary survey of 30 Eiger consumer respondents in the Madiun Residency reinforce this phenomenon: the majority of respondents require careful consideration before buying, some still consider their budget despite feeling the FOMO urge, and most trust local community reviews more than recommendations from celebrities or digital reviews from unknown parties. This condition confirms that purchasing decisions in the Madiun market segment are influenced by the interaction of various psychological, social, and brand perception factors that still need further investigation.

Previous research has shown inconsistent results regarding these five variables. FOMO has been proven to have a positive and significant effect on impulsive purchasing decisions for streetwear and digital fashion products (Sari & Handayani, 2026), but its influence weakens for skincare products when consumers enter the rational evaluation phase (Wahida et al., 2024). Celebrity endorsement has been proven to have a significant effect on Muslim fashion products (Yuniar & Suryaningsih, 2023) and Erigo (Kadafi et al., 2021), but is not significant for the Hijup e-commerce platform (Ramadhani & Samofa Nadya, 2021) and After Beaute (Alvianingsih et al., 2025). E-WOM also shows varied results, being significant for skincare products (Pali et al., 2025) but not significant for Mayoutfit (Sastri & Harsoyo, 2023) and Persela Store (Abror & Sulton, 2025). This research gap emphasizes the need to test these five variables simultaneously in a regional market context like the Madiun Residency, prompting the researcher to conduct a study on the influence of FOMO, Celebrity Endorsement, E-WOM, Urban Lifestyle, and Brand Image on the purchasing decision of Eiger products in the Madiun Residency.

Theoretical Review

The Theory of Planned Behavior (TPB) by Ajzen (1991) serves as the grand theory in this study because it can map how psychological, social, digital information, and lifestyle factors interact to shape purchasing decisions. FOMO and E-WOM relate to the subjective norm aspect as they represent social pressure and digital validation; Celebrity Endorsement and Brand Image contribute to the attitude toward the behavior through endorser credibility and positive brand image; while Urban Lifestyle and Brand Image strengthen perceived behavioral control

through the ease and comfort perceived by consumers in using Eiger products as part of their routine.

Purchasing decision is the final stage of the problem recognition, information search, alternative evaluation, to purchasing action and post-purchase behavior process (Kotler, Keller, & Chernev, 2022). Fear of Missing Out (FOMO) is defined as a pervasive anxiety arising from the belief that others are experiencing enjoyable events or valuable opportunities that one is missing out on (Morsi et al., 2025), which can accelerate decision-making by reducing consumers' rational considerations. Celebrity Endorsement refers to a marketing strategy that utilizes the attractiveness, credibility, and expertise of public figures to instill a positive image in a brand (Kotler, Keller, & Chernev, 2022), with three main dimensions: expertise, trustworthiness, and attractiveness (Husna, 2024).

Electronic Word of Mouth (E-WOM) encompasses all positive or negative statements about a product delivered by consumers through digital platforms (Pali et al., 2025), measured through information quality, source credibility, review usefulness, and review volume. Urban Lifestyle reflects the lifestyle patterns, values, and consumption preferences of urban society that emphasize high mobility, health awareness, and openness to global trends (Darmawan et al., 2026). Brand Image is the overall perception, belief, and association of consumers toward a brand formed through direct experience, marketing communication, and long-term reputation (Keller, 2022), which functions as a psychological filter to accelerate the decision-making process.

Research Objectives

This study aims to provide empirical evidence regarding the influence of Fear of Missing Out, Celebrity Endorsement, Electronic Word of Mouth, Urban Lifestyle, and Brand Image on the purchasing decision of Eiger products among consumers in the Madiun Residency.

Research Hypotheses

H₁ : Fear of Missing Out (FOMO) has a significant effect on the purchasing decision of Eiger products in the Madiun Residency.

H₂: Celebrity Endorsement has a significant effect on the purchasing decision of Eiger products in the Madiun Residency.

H₃: E-WOM has a significant effect on the purchasing decision of Eiger products in the Madiun Residency.

H₄: Urban Lifestyle has a significant effect on the purchasing decision of Eiger products in the Madiun Residency.

H₅: Brand Image has a significant effect on the purchasing decision of Eiger products in the Madiun Residency.

B. METHOD

This study uses a quantitative method with a causal associative design to test the influence of Fear of Missing Out (X_1), Celebrity Endorsement (X_2), Electronic Word of Mouth (X_3), Urban Lifestyle (X_4), and Brand Image (X_5) on purchasing decisions (Y) in a measurable and objective manner (Sekaran & Bougie, 2022). The research was conducted on Eiger consumers in the Madiun Residency area, which includes Madiun City, Madiun Regency, Ngawi, Ponorogo, Magetan, and Pacitan.

The research population is Eiger consumers in the Madiun Residency area, with an unknown exact number. The sample size was determined referring to the guidelines of Hair et al. (2022), which is 5 to 10 times the number of indicators. This study uses 22 indicators from six variables, resulting in a base sample size of $10 \times 22 = 220$ respondents. With an additional 10 percent drop-out tolerance (22 respondents), the total sample used is 242 respondents. The sampling technique used Cluster Random Sampling based on five regions of the Madiun Residency, with respondent criteria being at least 17 years old, domiciled in the Madiun Residency area, knowing and having purchased Eiger products, and being active users of social media or e-commerce.

Primary data were collected through structured questionnaires distributed digitally via Google Forms, utilizing a four-point Likert scale (Strongly Agree = 4, Agree = 3, Disagree = 2, Strongly Disagree = 1) without a neutral response category (Hadi, 1991). The research variables consist of five independent variables (FOMO, Celebrity Endorsement, E-WOM, Urban Lifestyle, and Brand Image) and one dependent variable (Purchasing Decision).

Data analysis was conducted using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with the assistance of SmartPLS 4.0 software (Ghozali & Kusumadewi, 2023). The measurement model (outer model) evaluation includes convergent validity tests (loading factor > 0.70), discriminant validity (cross-loading), and reliability tests (Cronbach's Alpha and Composite Reliability > 0.70 , as well as Average Variance Extracted/AVE > 0.50). The structural model (inner model) evaluation includes the coefficient of determination (R^2) to measure the ability of the independent variables to explain the dependent variable, as well as predictive relevance (Q^2) through the blindfolding procedure, where a Q^2 value > 0 indicates that the model has good predictive capability (Hair et al., 2022). Hypothesis testing was performed using the bootstrapping technique in SmartPLS 4.0, with the hypothesis accepted if the t-statistic value > 1.96 and the p-value < 0.05 (Sugiyono, 2022)

C. RESULT AND DISCUSSIONS

Measurement Model Evaluation

The study had 242 respondents, dominated by males (62.81%), aged 17-23 years (65.29%), students/pupils (47.93%), and residing in Ngawi Regency (38.02%). Convergent validity test results showed that all indicators had loading factor values above 0.70, thus declared valid as measures of their latent variables. Cross-loading test results showed that each indicator had the highest loading value on its own construct compared to other constructs, thus fulfilling the discriminant validity of all items. Reliability test results are presented in table 1.

Table 1. Reliability and Convergent Validity Test Results

Variable	Cronbach's Alpha	Composite Reliability	AVE
Fear of Missing Out	0,888	0,931	0,817
Celebrity Endorsement	0,871	0,920	0,794
Electronic Word of Mouth	0,917	0,941	0,801
Urban Lifestyle	0,888	0,922	0,748
Brand Image	0,920	0,943	0,806
Purchasing Decision	0,890	0,924	0,752

Source: Processed data from SmartPLS 4.0 results (2026)

Table 1 shows that the Composite Reliability values of all variables are above 0.70, Cronbach's Alpha is above 0.70, and AVE is above 0.50. These results prove that all research

variables have a high level of reliability and convergent validity, so the analysis can proceed to the structural model evaluation.

Structural Model Evaluation

The R-Square value of the purchasing decision variable is 0.615, indicating that the five independent variables can explain 61.5 percent of the variation in purchasing decisions, which is categorized as moderate, while the remaining 38.5 percent is explained by other variables outside the model. The predictive relevance (Q^2) value of 0.575 indicates that the model has good predictive ability because it is greater than zero. The results of hypothesis testing through a bootstrapping procedure are presented in table 2.

Table 2. Hypothesis Test Results

Hypothesis	Path	Coefficient	T-statistics	P-values	Description
H ₁	FOMO > Purchasing Decision	0,171	2,178	0,029	Accepted
H ₂	Celebrity Endorsement > Purchasing Decision	0,194	2,324	0,020	Accepted
H ₃	E-WOM > Purchasing Decision	0,069	1,290	0,197	Rejected
H ₄	Urban Lifestyle > Purchasing Decision	0,278	3,619	0,000	Accepted
H ₅	Brand Image > Purchasing Decision	0,376	5,119	0,000	Accepted

Source: Processed data from SmartPLS 4.0 results (2026)

Discussion

Fear of Missing Out was proven to have a positive and significant effect on purchasing decisions (coefficient 0.171; $t = 2.178$; $p = 0.029$), so H₁ is accepted. This result reinforces the concept of FOMO as the anxiety of missing out on experiences or trends currently enjoyed by others (Morsi et al., 2025). Social media content displaying outdoor activities and nature lover communities encourages Madiun consumers to immediately buy Eiger products so they do not feel socially left behind. However, the relatively low path coefficient compared to other variables indicates that FOMO is not the main driver, but rather an additional trigger that strengthens consumers' psychological urges. This finding is consistent with Sari and Handayani (2026), who found that FOMO significantly affects Gen Z impulsive purchases, but differs from Wahida et al. (2024), who found a positive but insignificant effect on skincare product

categories. The implication is that Eiger can utilize limited edition promotions, flash sales, and pre-orders as supporting strategies without giving a manipulative impression.

Celebrity Endorsement was proven to have a positive and significant effect on purchasing decisions (coefficient 0.194; $t = 2.324$; $p = 0.020$), so H_2 is accepted. This result supports the source credibility theory (Kotler, Keller, & Chernev, 2022), where the attractiveness, expertise, and credibility of public figures associated with an active lifestyle can build consumer trust. Eiger's strategy of collaborating with athletes and outdoor influencers has proven effective because the figures used are perceived to have real experience using the products, not just popular faces. This finding aligns with Yuniar and Suryaningsih (2023) and Kadafi et al. (2021), but contradicts Ramadhani and Samofa Nadya (2021) and Alvianingsih et al. (2025), who found an insignificant effect, confirming that the effectiveness of celebrity endorsement depends on the congruence between the endorser's image and the brand image.

Unlike the other four hypotheses, H_3 was rejected. Electronic Word of Mouth was not proven to have a significant effect on purchasing decisions (coefficient 0.069; $t = 1.290$; $p = 0.197$). This result does not invalidate the concept of E-WOM as a form of digital communication (Pali et al., 2025), but shows that Eiger consumers in Madiun rely more on the long-established brand reputation and recommendations from figures they trust, rather than anonymous reviews in digital spaces that are vulnerable to being perceived as less credible due to paid review issues. The habit of shopping in physical stores, which allows consumers to assess product quality directly, also reduces dependence on online reviews. This finding is consistent with Sastri and Harsoyo (2023) and Abror and Sulton (2025), who also found that E-WOM has no significant effect, although it differs from Pali et al. (2025) in the skincare product category, indicating that the effectiveness of E-WOM is highly influenced by local market characteristics and product categories.

Urban Lifestyle was proven to have a positive and significant effect on purchasing decisions (coefficient 0.278; $t = 3.619$; $p = 0.000$), even becoming the variable with the second-largest influence after Brand Image, so H_4 is accepted. This result supports the concept of urban lifestyle, which reflects high mobility, health awareness, and openness to global trends (Darmawan et al., 2026). The shift in lifestyle in the Madiun Residency, marked by the

proliferation of coffee shops, public sports spaces, and weekend hiking and camping communities, drives the need for gear that is functional and can be used in various social activities. This finding aligns with Putri and Darmawan (2025), who affirmed lifestyle as a primary determinant in consumers' alternative evaluation of fashion and outdoor apparel products.

Brand Image was proven to have a positive and significant effect on purchasing decisions (coefficient 0.376; $t = 5.119$; $p = 0.000$) and is the most dominant variable among all independent variables, so H_5 is accepted. This finding reinforces the concept of brand image as an accumulation of consumer perceptions, beliefs, and associations toward a brand (Keller, 2022). Eiger's long-established reputation as a high-quality local outdoor gear brand, supported by product consistency and emotional closeness to the nature enthusiast community, makes brand image the primary consideration for consumers in Madiun before making a purchase decision. This result is consistent with Kadafi et al. (2021) and Yuniar and Suryaningsih (2023), who affirmed that a strong brand image becomes a competitive advantage amid increasingly fierce outdoor market competition.

D. CONCLUSIONS

This study proves that Fear of Missing Out, Celebrity Endorsement, Urban Lifestyle, and Brand Image have a positive and significant effect on the purchasing decision of Eiger products among consumers in the Madiun Residency, whereas Electronic Word of Mouth was not proven to have a significant effect. Brand Image is the most dominant variable, followed by Urban Lifestyle, Celebrity Endorsement, and FOMO. These findings indicate that Eiger consumers' purchasing decisions are more determined by brand image and product suitability with urban lifestyles than by online reviews, although psychological factors such as urgency and public figures still play a role as additional drivers. This study has limitations in its geographical scope, which only covers the Madiun Residency, the research object limited to a single brand, and the number of independent variables limited to five constructs.

E. SUGGESTIONS

For Eiger, it is recommended to prioritize strengthening brand image through product quality consistency and effective brand communication, adjusting product lines to meet urban lifestyle needs, and maintaining collaborations with credible celebrity endorsers relevant to outdoor activities. FOMO strategies such as limited edition promotions and flash sales can still be used as support, but the company does not need to rely on the quantity of online reviews as a primary strategy; it is sufficient to manage reviews to maintain reputation. For consumers, it is recommended to be wiser in considering the actual needs and benefits of the product, not merely driven by trends or the fear of missing out. For future researchers, it is recommended to examine more deeply the reasons for the insignificant influence of E-WOM by adding moderating variables such as consumer trust, expanding the research area outside the Madiun Residency, and considering other variables such as price, product quality, and customer loyalty to enrich future research models.

REFERENCES

- Aaker, D. A. (2021). *Aaker on Branding: 20 Principles That Drive Success*. Morgan James Publishing.
- Abror, A. Y. D., & Sulton, M. (2025). Pengaruh e-WOM dan Kepercayaan Konsumen terhadap Keputusan Pembelian Produk di Instagram Persela Store. *Jurnal Bisnis Mahasiswa*, 5(1), 426-435. <https://doi.org/10.60036/jbm.v5i1.388>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211.
- Alvianingsih, D., Yateno, & Fuadi, S. (2025). Pengaruh Celebrity Endorsement, Electronic Word of Mouth (E-WOM) dan Brand Image Terhadap Purchase Decision Produk After Beaute pada PT Mega Irianto Indonesia di Bandar Lampung. *Jurnal Manajemen Diversifikasi*, 5(3), 750-762. <https://doi.org/10.24127/diversifikasi.v5i3.5521>
- Badan Pusat Statistik (BPS). (2024). *Statistik perdagangan e-commerce Indonesia 2024*. BPS RI.
- Darmawan, D., Pristian, A., & Putri, S. (2026). *Urban Lifestyle and Environmental Awareness as Predictors of Outdoor Apparel Consumption Among Nature Lover Students*.
- Destinesia. (2025). *Brand outdoor terbaik di Indonesia*. Diakses dari <https://destinesia.id>
- Ghozali, I. (2021). *Partial Least Squares: Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.2.9 untuk Penelitian Empiris* (Edisi ke-3). Badan Penerbit Universitas Diponegoro.

- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2022). *Multivariate Data Analysis* (8th ed.). Cengage Learning EMEA.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3rd ed.). SAGE Publications.
- Husna, Z. (2024). Pengaruh Celebrity Endorsement dan Citra Produk Terhadap Keputusan Pembelian Konsumen Muda. *Jurnal Ilmiah Manajemen dan Bisnis*, 10(2), 112-125.
- Kadafi, M., Fadhilah, M., & Cahyani, P. D. (2021). Pengaruh Celebrity Endorser, Trend Fashion, Dan Brand Image Terhadap Keputusan Pembelian Produk Fashion Erigo Di Yogyakarta. *Jurnal Ekonomi dan Bisnis Islam*, 7. <https://doi.org/10.30868/ad.v7i01.5210>
- Keller, K. L. (2022). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (5th ed.). Pearson Education.
- Knoll, J., & Matthes, J. (2021). The effectiveness of celebrity endorsements: a meta-analysis. *Journal of the Academy of Marketing Science*, 45(1), 55-75.
- Kotler, P., & Keller, K. L. (2021). *Marketing Management* (16th ed.). Pearson Education.
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing Management: A Strategic Perspective* (1st ed.). Pearson Education.
- Lou, C., & Yuan, S. (2021). Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media. *Journal of Interactive Advertising*, 19(1), 58-73. <https://doi.org/10.1080/15252019.2018.1533501>
- Morsi, S., Abdelmoety, Z. H., & Hamouda, M. (2025). Fear of missing out and consumer behaviour. *Journal of Consumer Behaviour*, 24(1), 45-59.
- Ohanian, R. (1990). Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness, and Attractiveness. *Journal of Advertising*, 19(3), 39-52. <https://doi.org/10.1080/00913367.1990.10673191>
- Pali, H. S., Rambulangi, A. C., & Batara, M. (2025). Pengaruh Electronic Word of Mouth terhadap Keputusan Pembelian (Studi Kasus Produk Skincare Glad2Glow). *Prosiding Seminar Nasional Manajemen dan Ekonomi*, 4(2), 2964-2027. <https://doi.org/10.59024/semnas.v4i2.670>
- Pristian, A., Putri, S., & Darmawan, D. (2025). A Literature Study: The Influence of Lifestyle on Fashion Purchasing Decisions. *Meister*, 3(1). <https://doi.org/10.20961/meister.v3i1>
- Ramadhani, I., & Samofa Nadya, P. (2021). Pengaruh Celebrity Endorser dan Brand Image Terhadap Keputusan Pembelian Fesyen Muslim Hijup. *Prosiding Konferensi Nasional Ekonomi Manajemen dan Akuntansi (KNEMA)*.
- Sari, P. R., & Handayani, A. (2026). Pengaruh online customer review, fear of missing out, dan influencer marketing terhadap keputusan pembelian produk Glad2Glow pada platform Tiktokshop by Tokopedia. *Jurnal Manajemen dan Pemasaran Digital*, 9(1), 15-28.

- Sastri, G. U., & Harsoyo, T. D. (2023). Pengaruh Electronic Word of Mouth (E-WOM), Perceived Quality, dan Social Media Marketing terhadap Keputusan Pembelian Produk Mayoutfit. *Jurnal Ekobis Dewantara*, 6(3), 663-677. https://doi.org/10.30738/ed_en.v6i3.3846
- Sekaran, U., & Bougie, R. (2022). *Research Methods for Business: A Skill-Building Approach* (8th ed.). Wiley.
- Sirclo. (2024). *Laporan pertumbuhan e-commerce kategori fashion dan outdoor 2024*. Diakses dari <https://sirclo.com>
- Solomon, M. R. (2022). *Consumer Behavior: Buying, Having, and Being* (14th ed.). Pearson.
- Tempo. (2023, 15 Mei). *Eiger, merek lokal yang terus bertumbuh di tengah persaingan*. Diakses dari <https://www.tempo.co>
- Wahida, N., Burhanuddin, B., Haeruddin, M. I. W., Musa, M. I., & Aslam, A. P. (2024). Pengaruh fear of missing out dan brand trust terhadap keputusan pembelian produk The Originote. *EBISMAN eBisnis Manajemen*, 5(1), 22-35.
- Yuniar, S. R. H., & Suryaningsih, S. A. (2023). Pengaruh Celebrity Endorser dan Brand Image Terhadap Keputusan Pembelian Produk Fashion Muslim Lozy Hijab. *Jurnal Ekonomika dan Bisnis Islam*, 6(1), 21-31.