



DOI: <https://doi.org/10.38035/dijms.v6i5.4524>  
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## The Effect of Price, Product Quality and Trust on The Purchase Interest of Amaranthine Signature Products on Customers of Trans Studio Mall Cibubur in 2022

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**Abstract:** This study aims to determine the effect of price, product quality and trust on interest in purchasing Amaranthine Signature products. The data obtained in this study are based on customers at Trans Studio Mall Cibubur who have made purchases of Amaranthine Signature products. This research is a quantitative research, with data collection method using a questionnaire in the form of google form, using a population of 150 respondents. In this study assisted by using the SPSS version 24 program. The results in this study using hypothesis testing including partial t-test and simultaneous F-test, which show that: 1) The price of purchasing interest with t count of  $7.626 > 1.982$  and a significant value of  $0.000 < 0.05$ , which states that price has a partial effect on buying interest. 2) Product quality on buying interest with at count of  $2.210 > 1.982$ , and a significant value of  $0.028 < 0.05$ , which states that product quality has a partial effect on buying interest. 3) Trust in buying interest with at count of  $4,060 > 1,982$  and a significant value of  $0.000 < 0.05$ , which states that trust has a partial effect on buying interest. 4) Price, product quality and trust simultaneously have a significant effect on purchasing interest with F-count  $208.713 > 0.03$  and a significant value of  $0.000 < 0.05$ .

**Keyword:** Price, Product Quality, Trust, & Buying Interest.

### INTRODUCTION

The world of beauty has grown rapidly over time, and the need to beautify oneself is now a top priority in maintaining everyday appearance. Beauty is the look that every woman wants to complete her appearance in every activity. Beauty standards in each country are different, sigma research defines beauty as having three assessment categories including beauty, brain, behavior.

Beauty is a physical evaluation, brain is an intellectual assessment and behavior is a definition of beauty with behavioral evaluation. But automatically, the definition of beauty based on appearance plays the biggest role in determining beauty standards. The need to look beautiful is a top priority for women to support their appearance in all activities. Because an

attractive appearance is not only with good clothes and using accessories but also with various kinds of cosmetics that can perfect the appearance from head to toe. The development of cosmetics in Indonesia is currently very rapid, this is based on increasingly advanced technology and civilization, which also makes consumer market tastes increasingly advanced. According to (Muammar Yuliana et al., 2023) "With the development of cosmetics that are so advanced and are a combination of cosmetics and drugs (pharmaceutical). And consumers are now increasingly critical of a product that forces entrepreneurs or producers to tend to have to know and understand consumers better when marketing products. Producers strive to meet consumer needs with the increasing variety of beauty products today with various technologies and the latest formulations.

Based on the image above, the total sales of facial cosmetics in the market place in early 2021 were Rp. 620 million, where Shopee dominated the largest sales of 85.8% and Tokopedia only 14.2%. From the data above, we can conclude that powder is the first with the highest sales followed by bb cream in third place in terms of sales.

**Table 1. Facial Cosmetic Brand Sales**

No	Brand	Sale
1	Scarlett	85 million
2	Innisfree	65 million
3	Laneige	60 million
4	Amaranthine	58.6 million

Source: Kompas.co.id

It can be seen from the picture above that Scarlett products are ranked first with sales of Rp. 85 million, which is a local product that can beat international products such as Innisfree in second place with sales of Rp. 65 million and followed by Laneige in third place with sales of Rp. 60 million and in last place Amaranthie with sales of 58.6 million. Thus, the greatest interest in buying cosmetic needs is obtained by Scarlett.

Interest Buying is a consumer's interest in a product or service, which is expressed in what he wants to receive by considering a desired product such as price, product quality or satisfaction with the product. With the intention to buy, consumers must pay attention, feel happy and trust a product which is then followed by a realization in the form of buying.

Product quality is a characteristic of a product that meets customer expectations and becomes one of the keys to competition among business actors who offer a product or service to consumers. If a product offered is getting better, and the selling price is in accordance with the quality of the product, it will increase consumer buying interest which will be a determining factor for consumers who buy products or services. And consumers do not mind the selling price offered by the seller if it determines the quality of a product that consumers will buy.

Price is the amount that consumers must pay to the seller for the product or service they buy, it serves as a tool to measure the value of an item how to identify the item, how to determine which product to produce, and how to distribute it to consumers. And price has become the most important unit that determines the success of a company's operations. The value of a successful company is determined by how much it earns for the price it sets when selling products and services. A good market price will be the consumer's confidence to buy the products offered.

Trust is the main intermediary in building a successful relationship exchange, and to build high customer loyalty. Consumer trust in a product is by providing products according to the specifications given by the company. When consumers receive goods or services, as provided

by the company, either through the web or through other promotional means, it will increase consumer trust in the company. According of (Yosepha et al., 2024)

This study focuses on the relationship between selling price, product quality, trust and purchase intention. Effective pricing is expected to improve quality and trust, which ultimately impacts purchase intention. This model is in line with the findings of (Safitri, 2021) who highlighted the synergy of these variables in growing a productive organization. By integrating these factors, this model provides a comprehensive framework for understanding the dynamics of Trans Studio Cibubur customers.

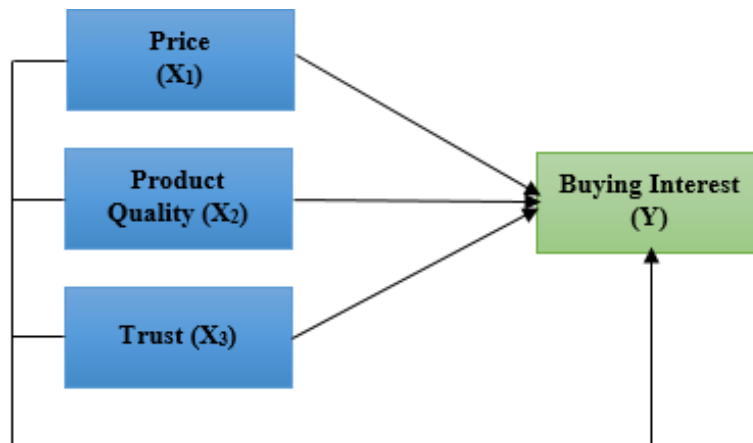


Figure 1. Framework of Thinking

### Research Hypothesis

- H1 : Price is estimated to have an effect on Consumer Purchase Interest of Amaranthine Signature at Trans Studio Mall Cibubur.
- H2 : The assumption that product quality has an effect on consumer purchasing interest in Amaranthine Signature at Trans Studio Mall Cibubur.
- H3 : The assumption that trust has an effect on consumer purchasing interest in Amaranthine Signature at Trans Studio Mall Cibubur.
- H4 : Price, Product Quality, and Trust are expected to influence Consumer Purchase Interest of Amaranthine Signature at Trans Studio Mall Cibubur.

### METHOD

#### Research Design

This study focuses on the relationship between selling price, product quality, trust and purchase intention. Effective pricing is expected to improve quality and trust, which ultimately impacts purchase intention. This model is in line with the findings of (Akbar et al., 2023) who highlighted the synergy of these variables in growing a productive organization. By integrating these factors, this model provides a comprehensive framework for understanding the dynamics of Amaranthine Signature Consumers at Trans Studio Mall Cibubur.

#### Research Location

This research was conducted on Amaranthine Signature customers at Trans Studio Mall Cibubur.

## Research Population

The table above shows that customers who made transactions to purchase Amaranthine Signature products at Trans Studio Mall Cibubur averaged 150 people in the last 3 (three months) from May to July 2022.

**Table 2. Research Population**

Month	Qty
May	169
June	156
July	125
Amount	450
Average	150

## Data Collection Techniques

Purposive sampling technique is used to select samples from the population. Purposive sampling is appropriate when certain criteria must be met by the participants. In this study, the main criterion is the involvement of respondents who are Amaranthine Signature consumers at Trans Studio Mall Cibubur. The final sample consisted of 150 respondents, which was considered sufficient for statistical analysis.

## Method of collecting data

Primary data were collected through a structured questionnaire distributed to respondents. The questionnaire was designed to measure price, product quality, trust and purchase intention using a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The use of a structured questionnaire ensures consistency in providing answers, thus facilitating reliable data analysis.

## Instrument Validity Test

The validity of the research instrument was tested to ensure that the instrument accurately measures the intended variables. Pearson correlation analysis was used to assess the validity of each item. As stated by (Putri Kentjana & Nainggolan, 2018), an item is considered valid if its correlation coefficient is significant at the 5% level ( $p < 0.05$ ).

## Instrument Reliability Test

Reliability is tested using Cronbach's Alpha and Composite Reliability. According to (Putri Kentjana & Nainggolan, 2018), a variable is considered reliable if Cronbach's Alpha and Composite Reliability exceed 0.70. High reliability indicates that the instrument consistently measures the variable on different items and respondents.

## Data Analysis Methods

Data analysis was conducted using SPSS version 24, a statistical software widely used for quantitative research. The analysis involved several steps, including validity and reliability tests, classical assumption tests, coefficient of determination, and hypothesis tests according to (Filda et al., 2019).

## Classical Assumption Test

Classical assumption tests are essential to ensure that the data meets the requirements for regression analysis. These tests include normality, multicollinearity, heteroscedasticity, and

autocorrelation tests. Ensuring that the data meets these assumptions will increase the robustness and validity of the regression model.

a. Normality Test

The normality test is conducted to determine whether the data follows a normal distribution. As explained by (Widarjono, 2013), data is considered normally distributed if the Skewness and Kurtosis Critical Ratio (CR) values are in the range of -2.58 to 2.58 at a significance level of 5%.

b. Multicollinearity Test

Multicollinearity is tested using the Variance Inflation Factor (VIF). According to (Ghozali, 2018), multicollinearity does not exist if the VIF value is less than or equal to 5. Multicollinearity can distort the regression coefficients, so its absence ensures a more accurate estimate of the relationship between variables.

### Coefficient of Determination ( $R^2$ )

The coefficient of determination ( $R^2$ ) is calculated to assess the explanatory power of the independent variables. An  $R^2$  value close to 1 indicates that most of the variance of the dependent variable (purchase intention) can be explained by price, product quality and trust.

### Hypothesis Testing

The hypothesis is tested using a t-test at a significance level of 5%. The hypothesis is accepted if the t-statistic value is greater than 1.96, which ensures that the findings are statistically significant. The t-test provides insight into whether each independent variable significantly affects purchase intention.

### Regression Model

This study uses a multiple linear regression model to test the relationship between price, product quality and trust. The model is stated as:  $Y = b_1.X_1 + b_2.X_2 + b_3.X_3$

Where:

- $X_1$  represents Price
- $X_2$  represents Product Quality
- $X_3$  represents Trust
- $Y$  represents Purchase interest
- $b_1, b_2, b_3$  are the regression coefficients.

### Interpretation of Regression Coefficients

The regression coefficients ( $b_1, b_2, b_3$ ) show the magnitude and direction of the influence of each independent variable on purchase interest. A positive coefficient indicates a unidirectional relationship, while a negative coefficient indicates an opposite relationship.

## RESULTS AND DISCUSSION

### Method of collecting data

### Validity and Reliability Test Results

The validity test that has been carried out above shows that r count is greater than r table which is in accordance with the provisions of the validity test which states that an indicator is declared valid if r count is greater than r table. And it can be concluded that  $X_1, X_2, X_3$  and  $Y$  are declared valid.

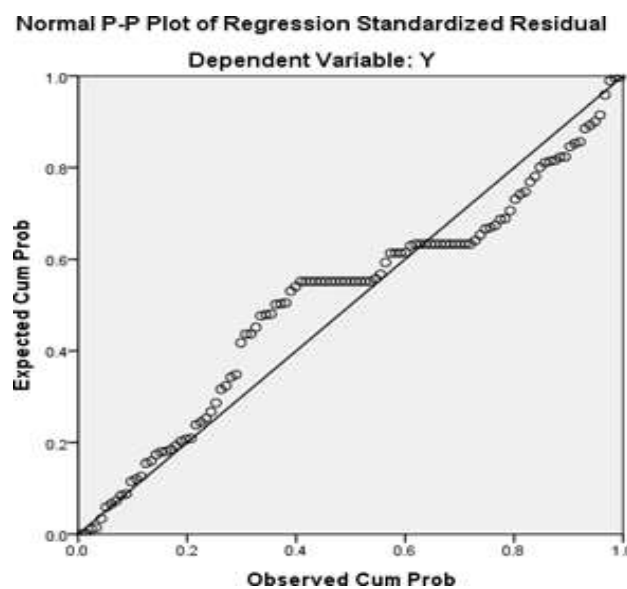
This reliability test is conducted to assess the reliability of a questionnaire that functions as a predictor of a variable or construct. Because if a person's response to a statement is

consistent or stable over time, then the questionnaire is considered reliable. The consistency of answers when evaluated repeatedly on diverse samples is called reliability. And in this study the technique used in the reliability test uses Cronbach Alpha,

**Normality Test Results**

The graphical analysis in this study consists of looking at a histogram graph that compares the observation data by looking at a standard normal probability regression graph that compares the cumulative distribution with the normal distribution.

Based on the normal plot image above shows that the regression model can be used. This investigation is because the normal graph shows points distributed around the diagonal line and the distribution follows the direction of the diagonal line, thus satisfying the assumption of normality. With this it can be concluded that the regression model shows a normal distribution pattern.



**Figure 2. Normality Test Results**

**Heteroscedasticity Test**

The heteroscedasticity test aims to test whether in the regression model there is inequality of variance and residual from one observer to another. If the variance and residual from one observer to another remain, it is called homoscedasticity and if different, it is called heteroscedasticity.

**Table 3. Recapitulation of Heteroscedasticity Test**

<b>Independent Variables</b>	<b>Sig.</b>	<b>Conclusion</b>
Price	.933	No Heteroscedasticity Occurs
Product Quality	.629	No Heteroscedasticity Occurs
Trust	.118	No Heteroscedasticity Occurs

Source: Data processed by SPSS 24, 2022

Based on the results of heteroscedasticity testing using the Glesjer test, the sig value is > 0.05. This variable shows that there is no heteroscedasticity in the model.

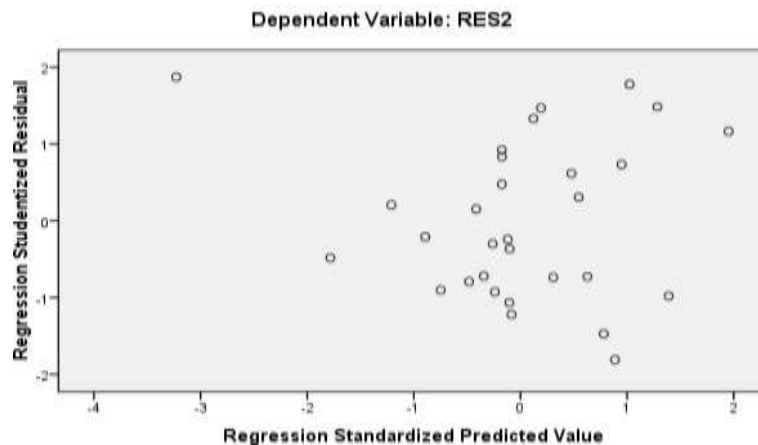


Figure 3. Heteroscedasticity Test

Based on the image above, it shows that the points do not form a certain pattern and the points above and below the zero value are distributed on the Y axis, indicating that there is no heteroscedasticity. It can be concluded that this regression model can be stated as good because there is no heteroscedasticity.

**Multicollinearity Test**

This study applies a multicollinearity test to detect whether there is a strong correlation in the independent variables in the regression model, and good regression is stated by the absence of multicollinearity. The way to detect the presence or absence of multicollinearity is done by looking at the tolerance and VIF values. If the VIF value <10 and the tolerance value > 0.1 then multicollinearity occurs and if the VIF value > 10 and the tolerance value <0.1 then there is no multicollinearity.

VIF value on Price is 2.785, VIF value on Product Quality is 5.779 and VIF value on Trust is 4.730. This shows that from each VIF value on the independent variable the VIF value is not more than 10. So it can be concluded that there is no multicollinearity between independent variables in the regression model. The results of the study show the tolerance value of each variable, namely Price of 0.359, Product Quality of 0.173 and Trust of 0.211, meaning that there is no independent variable that has a tolerance value of less than 0.1. So it can be concluded that there is no multicollinearity.

Table 4. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Price	.359	2,785
Product Quality	.173	5,779
Trust	.211	4,730

Source: Data processed by SPSS 24, 2022

The constant value is 1.140 if the variables Price (X1), Product Quality (X2) and Trust (X3) are 0 (zero) then the Purchase Interest value is 1.140 using estimates of other variables that can affect Purchase Interest is believed to remain constant. The regression coefficient for the Price variable is 0.317. It is every one unit of value of X1 (Price) will increase the value of

Y1 (Purchase Interest) by 0.317. This shows that the level of Purchase Interest increases by one unit of value for each additional variable, assuming its value remains constant. The regression coefficient for the Product Quality variable is 0.099. It is every one unit of value of X2 (Product Quality) will increase the value of Y1 (Purchase Interest) by 0.099. This shows that the level of Purchase Interest increases by one unit for each additional variable, assuming its value remains constant. The regression coefficient for the Trust variable is 0.152. This means that every one unit of value of X3 (Trust) will increase the value of Y1 (Purchase Interest) by 0.152. This shows that the level of Purchase Interest increases by one unit for each additional variable, assuming the value remains the same.

**Table 5. Test Results Multiple Linear Regression**

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	1,140	0.993	
Price	.317	.042	.436
Product Quality	.099	.045	.182
Trust	.152	.038	.303

Source: Data processed by SPSS 24, 2022

**Partial Test (t-Test)**

If the significance value < 0.05 or t count > t table then Ha is accepted. And vice versa if the significance value > 0.05 or t count < t table then H0 is accepted. Based on the data above, the t-count is 7.626 with the criteria of t-count > t-table or 7.626 > 1.982, so H0 is rejected. And the significance value is 0.00 with the criteria of significance < 0.05 or 0.000 < 0.05, so H0 is rejected. Thus, it can be concluded that Price has a significant effect on Purchase Interest.

**Table 6. Results of the Persian Test (t-Test)**

Model	Coefficients <sup>a</sup>				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.140	.993		1.148	.252
Price	.317	.042	.436	7,626	.000
Product Quality	.099	.045	.182	2.210	.028
Trust	.152	.038	.303	4,060	.000

Based on the data above, the F-count was obtained as 208.713 with the criteria F-count > F-table or 208.713 > 0.03, so H0 was rejected. And the significance value obtained was 0,000 with significance criteria < 0.05 or 0,000 < 0.05, then H0 is rejected. Thus it can be concluded that Price, Product Quality and Trust have a significant effect on Purchase Interest.

**Table 7. Simultaneous Test Results (F Test)**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1542,594	3	514,198	208,713	.000 <sup>a</sup>
Residual	554,323	225	2.464		
Total	2096.917	228			

**Determination Coefficient Test (R<sup>2</sup>)**

**Table 8. Results of Determination Coefficient Test**  
**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.858 <sup>a</sup>	.736	.732	1.56960

The R Square value of 0.736 or equal to 73.6% means that the independent variables Price (X1), Product Quality (X2), and Trust (X3) have an effect on Purchase Interest (Y) of 73.6%. While the remaining 26.4% is influenced by other variables outside this regression equation or variables that are not studied.

**The Influence of Price on Interest in Buying Amaranthine Signature (H1).**

Based on the results of the hypothesis test (H1), it shows that there is an influence on price on Amaranthine Signature Purchase Interest, with the results of the t-test in this study showing a calculated t value > t table, namely 7.626 > 1.982, then H0 is rejected. And a significance value of 0.00 is obtained with a significance criterion of < 0.05 or 0.000 < 0.05, then H0 is rejected. Thus, it can be concluded partially that Price has a significant effect on Amaranthine Signature Purchase Interest. The results of the research data above using this t-test are also in line with the theory of (Harga et al., 2017), namely "Price can be interpreted as an amount of money (monetary units) of funds or other aspects (non-monetary) that contain certain utilities/usefulness needed to obtain a product". And reinforced by previous research by (Fauzan & Rohman, 2020), entitled "The Effect of Price and Product Quality on Purchase Interest of Kawasaki Motorcycles." Which shows the results regarding Price and product quality that have a significant effect on the interest in buying Kawasaki motorcycles. Likewise, the Price that Amaranthine gives to customers is in accordance with customer expectations both from product quality, service and promotions that Amaranthine Signature makes. And the right pricing can produce prices that are well received and affordable according to consumer purchasing power, and in this study the price affects consumer Purchase Interest to buy Amaranthine Signature. Therefore, setting the right price can provide benefits for both customers and Amaranthine Signature itself. And the price of Amaranthine Signature is able to compete closely with competitors in the same industry.

**The Influence of Product Quality on Purchase Interest of Amaranthine Signature (H2).**

Based on the data above, the Product Quality obtained a t-count value of 2.210 with the criteria of t-count > t-table or 2.210 > 1.982, then H0 is rejected. And a significance value of 0.028 was obtained with the criteria of significance < 0.05 or 0.028 < 0.05, then H0 is rejected. Thus, it can be concluded that Product Quality has a significant effect on Purchase Interest of Amaranthine Signature. The results of the research data above using this t-test are also in line with the theory of (Gary Armstrong, 2014) that product quality is a characteristic of a product or service that depends on its ability to meet stated or implied customer needs. And reinforced by previous researchers, namely (Yuliantini, 2021) with the title "The Influence of Product Quality and Brand Trust on Purchase Interest of Wardah Lipstick Products in Buleleng District" which states that Product Quality has a significant effect on Purchase Interest of Wardah lipstick in Buleleng District. Thus, Amaranthine Signature can convince its customers by creating good, innovative and high-quality products, both decorative, spa or skincare products for both men and women, so that the Quality of Amaranthine Signature Products partially has a significant

effect on purchase interest and has an impact on the emergence of purchases of Amaranthine Signature products.

### **The Influence of Trust on Interest in Buying Amaranthine Signature Products (H3).**

Based on the data above, Trust obtained a t-value of 4.060 with the criteria of  $t\text{-count} > t\text{-table}$  or  $4.060 > 1.982$ , then  $H_0$  is rejected. And a significance value of 0.000 was obtained with the criteria of significance  $< 0.05$  or  $0.000 < 0.05$ , then  $H_0$  is rejected. Thus, it can be concluded that Trust has a significant effect on Purchase Interest. The results of the research data above using this t-test are also in line with the theory of John W. Newstrom and Keith Davis in (Syamsudin et al., 2015) stating that "trust is the capacity to depend on each other's word and action". Trust is the capacity to depend on every word and action of others. And reinforced by previous research by (Rosdiana & Haris, 2018) entitled "The Influence of Consumer Trust on Purchase Interest of Products Online" with research results showing that Trust has a significant effect on Purchase Interest of Products Online. Thus, the trust that Amaranthine Signature has built so far to its customers has a partial effect on purchasing interest and creates comfort and trust in the products and services of Amaranthine Signature. And Amaranthine Signature's hopes have been realized with the loyalty of loyal customers always with Amaranthine Signature.

### **The Influence of Price, Product Quality and Trust on Purchase Interest of Amaranthine Signature Products (H4).**

Based on the data above, the F-count is 208.713 with the criteria  $F\text{-count} > F\text{-table}$  or  $208.713 > 0.03$ , so  $H_0$  is rejected. And a significance value of 0.000 is obtained with the criteria of significance  $< 0.05$  or  $0.000 < 0.05$ , so  $H_0$  is rejected. Thus, it can be concluded that Price, Product Quality and Trust have a significant effect on Purchase Interest. This data is also reinforced by previous research by (Santosa, 2020) entitled "The Effect of Price, Product Quality and Trust on Consumer Purchase Interest in E-commerce Shopee" which states that Price, Product Quality and Trust have a joint or simultaneous effect on Purchase Interest in Shopee. Therefore, the three independent variables, including Price, Product Quality and Trust must be carefully maintained to develop products that are tailored to Amaranthine Signature customers with the aim of increasing the number of transactions from the underlying Purchase Interest. In order to increase the interest in buying Amaranthine Signature products that are in accordance with customer expectations and create trust and good perception, Amaranthine Signature has offered the best price to its customers along with good product quality. This helps create a good and harmonious relationship between Amaranthine Signature and its customers, both new customers and loyal customers, where customers who have a high level of trust will create buying interest and repeat purchases. After that, customers will recommend and tell positive things about Amaranthine Signature to others.

## **CONCLUSION**

There is an independent variable X1 or Price that has a significant effect on Purchase Interest, which is based on the t-test calculation. With these results, it proves that Price has a significant value on Purchase Interest, this is indicated by the t-count of 4.060 with the criteria of  $t\text{-count} > t\text{-table}$  or  $4.060 > 1.982$ , then  $H_0$  is rejected. And a significance value of 0.000 is obtained with the criteria of significance  $< 0.05$  or  $0.000 < 0.05$ , then  $H_0$  is rejected. Thus it can be concluded that Price has a significant effect on Purchase Interest. Then on the independent variable X2 or Product Quality, a t-count of 2.210 is obtained with the criteria of  $t\text{-count} > t\text{-table}$  or  $2.210 > 1.982$ , then  $H_0$  is accepted. And obtained a significance value of 0.028 with a significance criterion of  $< 0.05$  or  $0.028 < 0.05$ , then  $H_0$  is rejected. Thus it can be concluded

that Product Quality has a significant effect on Purchase Interest. And in the variable X3 or Trust obtained a t-count of 4.060 with the criteria of  $t\text{-count} > t\text{-table}$  or  $4.060 > 1.982$ , then  $H_0$  is rejected. And obtained a significance value of 0.000 with the criteria of significance  $< 0.05$  or  $0.000 < 0.05$ , then  $H_0$  is rejected. Thus it can be concluded that Trust has a significant effect on Purchase Interest.

Based on the Simultaneous test or F-test, the F-count is 208.713 with the criteria of  $F\text{-count} > F\text{-table}$  or  $208.713 > 0.03$ , so  $H_0$  is rejected. And the significance value is 0.000 with the criteria of significance  $< 0.05$  or  $0.000 < 0.05$ , so  $H_0$  is rejected. Thus, it can be concluded that Price, Product Quality and Trust have a significant effect on Purchase Interest.

Based on the results of the Determination Coefficient ( $R^2$ ), the R Square value of 0.736 or equal to 73.6% means that the independent variables Price (X1), Product Quality (X2), and Trust (X3) have an effect on Purchase Interest (Y) of 73.6%. While the remaining 26.4% is influenced by other variables outside this regression equation or variables that are not studied

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