

ANALYSIS OF PRODUCT QUALITY, SERVICE QUALITY, STORE ATMOSPHERE, AND BRAND IMAGE ON PURCHASE INTEREST AT THE LENA EDITING ART SEI SENTOSA SHOP



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Abstract

This research aims to analyze the implications of Product Quality Analysis, Quality Service, Store Atmosphere, and Image Brand on Purchase Intention in Lena Editing Art Sei Sentosa Stores. The research method used in this research is quantitative. In this research, the population is an unknown number of consumers of the Lena Editing Art Sei Sentosa Shop. Research samples using incidental sampling techniques are techniques for determining samples based on chance, that is, anyone who happens to meet the researcher can be used as a sample if it is deemed that the person they meet by chance is suitable as a data source. This research uses a non-probability sampling technique because the number of members of the population is unknown, and purposive sampling is the sample determination technique. Because the exact size of the member population is not known, the sample size was calculated using the Cochran formula with a research sample of 96 people. The data collection techniques used were observation, documentation studies, and questionnaires. The analytical method for this research is multiple linear regression with the SPSS program. The research results prove that product quality has a positive and significant effect on purchase interest at the Lena Editing Art Sei Sentosa store. Service Quality has a positive and significant effect on Purchase Interest at the Lena Editing Art Sei Sentosa Store. Store Atmosphere has a positive and significant effect on Purchase Interest at the Lena Editing Art Sei Sentosa Store. Brand Image has a positive and significant effect on Purchase Interest at the Lena Editing Art Sei Sentosa Store. Product Quality, Service Quality, Store Atmosphere, and Brand Image simultaneously have a positive and significant effect on Purchase Interest at the Lena Editing Art Sei Sentosa Store. The coefficient of determination is 0.642, meaning that Purchase Interest can be explained by the variables Product Quality (X1), Service Quality (X2), Store Atmosphere (X3), and Brand Image (X4) amounting to 64.2%, while the remaining 35.8% can be explained by other variables not examined in this study.

Keywords: Product Quality, QualityService, Store Atmosphere, Brand Image, Purchase Intention

INTRODUCTION

Currently, e-commerce and online shopping continue to develop, and offline stores remain the choice for Indonesian people to shop with several considerations, such as special promotions offered, shopping experience, and direct availability of goods (Muqarrabin et al, 2022; Isbahi, 2023). As Pine and Gilmore point out in the book "The Experience Economy" offline physical stores must be places where customers experience something more than just transactions. This can also be a factor that makes consumers continue to choose to shop at offline stores (Kurniawan, 2024; Wikantari, 2022). Along with the development of technology, modern market businesses have long entered the Indonesian retail industry and are rapidly expanding their market share to remote areas. In the current era, the retail business has experienced very rapid changes, there has been a shift from the concept of independent local shops or shops on the main street to the situation of shops on a national and international scale in the form of modern shopping centers (Jacklin, et al, 2019; Rosyid et al, 2023).

Consumers at each time have different interests. Today's consumers are smarter in choosing a product or service to offer. Marketing is a very important element in creating a product. Good product quality and competitive service quality as well as attractive and unique product quality will be able to attract and increase the brand image and buying interest of consumers. Marketing strategy is a marketing mindset that will be used to achieve marketing goals, where there is a detailed strategy regarding the target market, positioning, marketing mix, and budget for marketing (Kotler, 2018).

Sciffman and Kanuk (2015) explained that purchase interest is an individual's attitude towards a product object that is suitable for measuring the attitude of a particular group of products, services, or brands. Purchase interest is inseparable from the nature of a consumer so each consumer has different habits in making purchases.

According to Tjiptono (2015), the conventional definition of quality is performance as a direct depiction of a product, reliability, ease of use, aesthetics, and so on. In a strategic sense, quality is anything that can provide consumer needs in accordance with what consumers want.

According to Arianto (2018), service quality can be defined as focusing on meeting needs and requirements, as well as on timeliness to meet customer expectations. Service Quality applies to all types of services provided by the company while the client is at the company. According to Levy and Weitz (2014), atmosphere refers to the design of an environment that is stimulated by the five senses.

According to the American Marketing Association (AMA) (2023), a brand can be defined as a name, term, sign, symbol design, or a combination thereof that is used to identify a product or service from one seller that differentiates the product or service from other competitors offering the product or service. A good brand will produce a good image, brand image refers to consumer perceptions and opinions about the brand which are related to consumer beliefs and preferences for the brand.

At this time there are more and more factors that influence consumers so that they also have an impact on companies. On the other hand, to increase sales, the company can provide comfort and satisfaction so that it becomes a reference in increasing consumer purchasing decisions (Anggraeni & A'yuni, 2023).

REVIEW OF LITERATURE

Product Quality

According to Kotler and Keller (2016), product quality is the product's ability to carry out its functions, this ability includes durability, reliability, and accuracy, which is obtained by the product as a whole. According to Arumsari (2012), product quality is the factors contained in an item or result that cause the item or result to be suitable for the item being produced. There are several benchmarks for product quality according to Kotler and Keller (2016), consisting of: 1. Performance, 2. Reliability, 3 Features, 4. Durability, 5. Consistency, 6. Design.

Service Quality

According to Kotler and Keller (2016), "quality is the completeness of the features of a product or service that can provide satisfaction to a need". According to Kasmir (2017),

service quality is defined as the actions or actions of a person or organization aimed at providing satisfaction to customers or employees. Meanwhile, according to Aria and Atik (2018), service quality is an important component that must be considered in providing excellent service quality. Quality of Service Quality is a central point for the company because it influences consumer satisfaction and consumer satisfaction will arise if the quality of service provided is good. According to Kotler and Keller (2016) put forward five indicators of Service Quality, namely: 1. Reliability. 2. Tangibles. 3. Responsiveness. 4. Assurance. 5. Empathy.

Store Atmosphere

According to Berman, Evan, and Chatterjee (2018), atmosphere refers to the physical characteristics of a store that are used to build an impression and attract customers. The definition of store atmosphere or shop atmosphere is the physical components of a shop that can influence consumers both emotionally and in their perception of the image of a shop which in the end can stimulate consumers' buying interest. According to Berman, Evan, and Chatterjee (2018) store atmosphere has four elements, namely 1. exterior, 2. general interior, 3. store layout, and 4. interior display.

Brand Image

According to Balmer and He, X (2020), brand image is the view that customers have of a brand. This means that a brand image is a mental representation formed in the customer's mind regarding the brand. In other words, brand image is the way customers view the brand in question. Brand image can reflect the views that customers and businesses have about the organization as a whole, along with the individual products or product lines offered (Kenneth & Baack, 2018). According to Wijaya (2018), five main dimensions influence brand image: a. Brand Identity or brand identity. b. Brand Personality or brand personality. c. Brand Association or brand association. d. Brand Behavior and Attitude or brand behavior and attitudes. e. Brand Benefits and Competence or brand benefits and competencies.

Purchase Interest

Kotler and Keller (2016), stated that buying interest is consumer behavior to fulfill their desires to determine and buy a product. According to Schiffman & Kanuk, (2015) buying interest is an explanation of a person's attitude towards an object that is very suitable for measuring the behavior of a particular product, service, or brand. Solihin (2020) states that identifying buying interest requires indicators, namely: 1. Exploratory interest, 2. Transactional interest, 3. Preferential interest, 4. Referential interest.

Conceptual Framework

According to Arikunto (2017), the conceptual framework is a conceptual model of how theory relates to factors that have been identified as important problems.

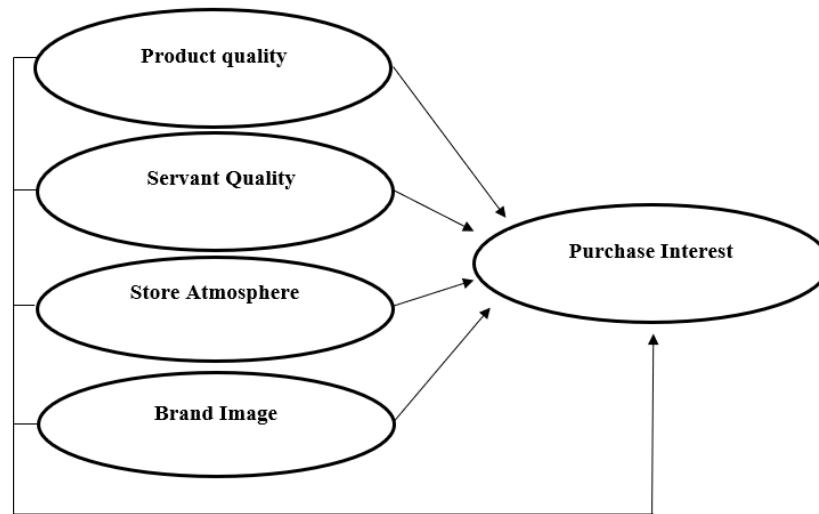


Figure 1.
Conceptual Framework

Hypothesis

Sujarweni (2019) explains that a hypothesis is a temporary answer to a research problem formulation, therefore research problem formulations are usually prepared in the form of statement sentences. Based on the title of this research, the hypothesis in this research is:

H1: There is a positive and significant influence of product quality on purchase interest in the Lena Editing Art Sei Sentosa Shop.

- H2: There is a positive and significant influence of Service Quality on Purchase Interest in the Lena Editing Art Sei Sentosa Shop.
- H3: There is a positive and significant influence from the Store Atmosphere on Purchase Interest in the Lena Editing Art Sei Sentosa Shop.
- H4: There is a positive and significant influence of Brand Image on Purchase Interest in the Lena Editing Art Sei Sentosa Shop.
- H5: It is suspected that there is a positive and significant influence of Product Quality, Service Quality, Store Atmosphere, and Brand Image together on Purchase Interest in Lena Editing Art Sei Sentosa Shop.

RESEARCH METHOD

This research was carried out on the Rantauprapat smartfren quota card, using quantitative methods. According to Sugiyono (2015), population is a generalized area consisting of objects that have certain quantities and characteristics determined by researchers to be studied and then conclusions drawn. The population in this research are buyers/consumers who have purchased Lena Editing Art Sei Sentosa Shop products, the number of which is unknown and can be said to be in the infinite category. According to Sugiyono (2015), the sample is part of the number of characteristics possessed by the population. The sampling used in this research was incidental. Incidental sampling is a technique for determining samples based on chance, that is, anyone who meets the researcher by chance can be used as a sample if it is deemed that the person they happen to meet is suitable as a data source. This research uses a non-probability sampling technique because the number of members of the population is unknown, and purposive sampling is the sample determination technique. Because the exact number of the member population is not known, the sample size is calculated using the Cochran formula (Sugiyono, 2015):

$$n = \frac{z^2 pq}{e^2}$$
$$n = \frac{(1,96)^2 (0,5)(0,5)}{(0,10)^2}$$
$$n = 96,04$$

Information:

n = sample

z = Innovation in the normal curve for a deviation of 5%, with a value of 1.96

p = 50% chance of being correct = 0.5

q = 50% chance of being wrong = 0.5

e = margin of error 10%

From the calculation above, the sample taken in the research was obtained at 96.04, and then this figure was rounded up to 96 respondents. The data in this research was collected utilizing interviews, observations, and distributing questionnaires directly to consumers at the Lena Editing Art Sei Sentosa Shop, which was then tested using several analysis techniques as follows: 1) Classical assumption test, in the classical assumption test a normality test, heteroscedasticity test, and multicollinearity test were carried out; 2) Multiple linear regression test, using the linear equation: $Y = a + b_1X_1 + b_2x_2 + b_3X_3 + b_4X_4$ with the following information: Y = Purchase Interest; a = constant; b1, b2, b3, b4 = coefficient of each variable, X1 = Product Quality, X2 = Service Quality, X3 = Store Atmosphere, X4 = Brand Image; 3) Hypothesis testing, consisting of the t test (partial) which is used to analyze the partial influence between the independent variable and the dependent variable, and the F test (simultaneous) which is used to analyze the simultaneous influence of the independent variable on the dependent variable. 4) Coefficient of determination, used to measure the model's ability to explain variations in the dependent variable. To facilitate the research process, IBM SPSS software is used as an analytical tool in processing research data.

RESULTS AND DISCUSSION

The validity test is used to measure whether a questionnaire is worthy of being declared valid or not. Valid data is data that does not differ between the data reported by the

researcher and the data that occurs at the research object. The validity test of the research variables has a significant criterion of > 0.5 . The validity test in this research was carried out on 30 samples which were carried out regardless of the characteristics of the respondents. The validity test results of this research can be contained in Table 1:

Table 1.
Validity Test Results

Variable	Indicator	Pearson Correlation	Value Measurement	Status
Product Quality (X1)	P1	0.652	0.5	Valid
	P2	0.742	0.5	Valid
	P3	0.713	0.5	Valid
	P4	0.642	0.5	Valid
	P5	0.713	0.5	Valid
	P6	0.542	0.5	Valid
Service Quality (X2)	P7	0.614	0.5	Valid
	P8	0.540	0.5	Valid
	P9	0.739	0.5	Valid
	P10	0.877	0.5	Valid
	P11	0.697	0.5	Valid
Store Atmosphere (X3)	P12	0.604	0.5	Valid
	P13	0.633	0.5	Valid
	P14	0.812	0.5	Valid
	P15	0.763	0.5	Valid
Brand Image (X4)	P16	0.868	0.5	Valid
	P17	0.774	0.5	Valid
	P18	0.757	0.5	Valid
	P19	0.763	0.5	Valid
	P20	0.668	0.5	Valid
Purchase Interest (Y)	P21	0.718	0.5	Valid
	P22	0.751	0.5	Valid

	P23	0.878	0.5	Valid
	P24	0.859	0.5	Valid

Source: Research Data Processing, 2024.

Reliability testing is carried out to determine consistent measurement results when measuring the same measuring instrument. An indicator in the questionnaire can be accepted if the alpha coefficient has a value > 0.7 . The results of this research's reliability test can be contained in Table 2:

Table 2.
Reliability Test Results

Variable	Croanbach Alpha (CA)	Status
Product Quality	0.812	Reliable
Service Quality	,827	Reliable
Store Atmosphere	,864	Reliable
Brand Image	,839	Reliable
Purchase Interest	,979	Reliable

Source: Research Data Processing, 2024.

The results of the validity and reliability tests show that all statement items are valid and reliable, each indicator in the validity test has a value of > 0.5 and each value contained in the variable for the reliability test is > 0.7 . The next test can be analyzed using a normality test. The normality test of this research can be loaded with a p-plot graph in Figure 2:

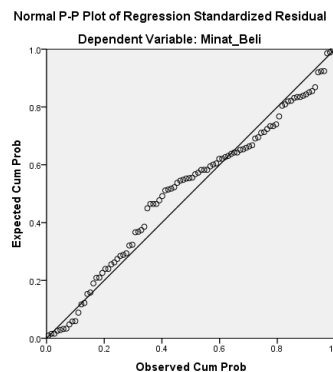


Figure 2.

PP Plot Graph

Source: Research Data Processing, 2024

In the P-Plot graph, the data spreads around the diagonal line and follows the direction of the diagonal line, so the regression model meets the normality assumption. The graphic image shows that the distribution pattern tends to be normal, the data shows that the points are spread around the diagonal line and follow the direction of the diagonal line, so the regression model meets the normality assumption. The next normality test can be seen in Table 3:

Table 3.
One-Sample Kolmogorov-Smirnov Test

		Absolute
N		96
Normal Parameters, b	Mean	.9924
	Std. Deviation	.84768
Most Extreme Differences	Absolute	,187
	Positive	,187
	Negative	-.169
Statistical Tests		,187
Asymp. Sig. (2-tailed)		.127c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Source: Research Data Processing, 2024.

The normality test in Table 3 uses the Kolmogorov-Smirnov method with a significance value of 0.127 with a significance level of > 0.05 . The results of this test show that the normality test in this study is normally distributed. The normality test of this research can be loaded with the histogram contained in Figure 3:

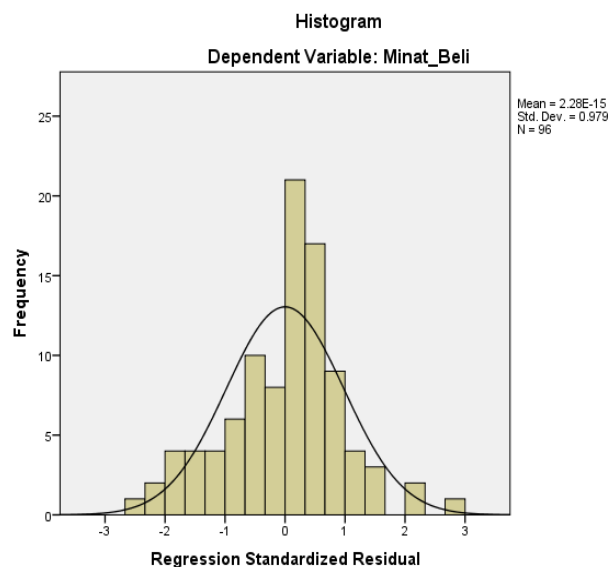


Figure 3.

Histogram Graph

Source: Research Data Processing, 2023.

Based on the histogram graph, the data shows a normal curve that forms a perfectly concave shape. It can be said to be normal if the line has a concave upward shape like the picture. The results of the multicollinearity test in the study are contained in Table 4:

Table 4.
Test Results of Multicollinearity
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-.1279	1,856		-.689	,492		
Product Quality	,244	,089	,207	2,731	,008	,684	1,463
Service Quality	,487	,079	,485	6,199	,000	,645	1,551
Store_Atmosphere	,284	,139	,174	2,042	,044	,542	1,844
Brand_Image	,152	,098	,141	2,551	,012	,476	2,099

a. Dependent Variable: Buying_Interest

Source: Research Data Processing, 2024.

Table 4 shows that the four independent variables have VIF values < 10 and values tolerance > 0.1, which means that the data in this study does not experience multicollinearity. Testing the classical assumption with the heteroscedasticity test in this research can be seen in Figure 4:

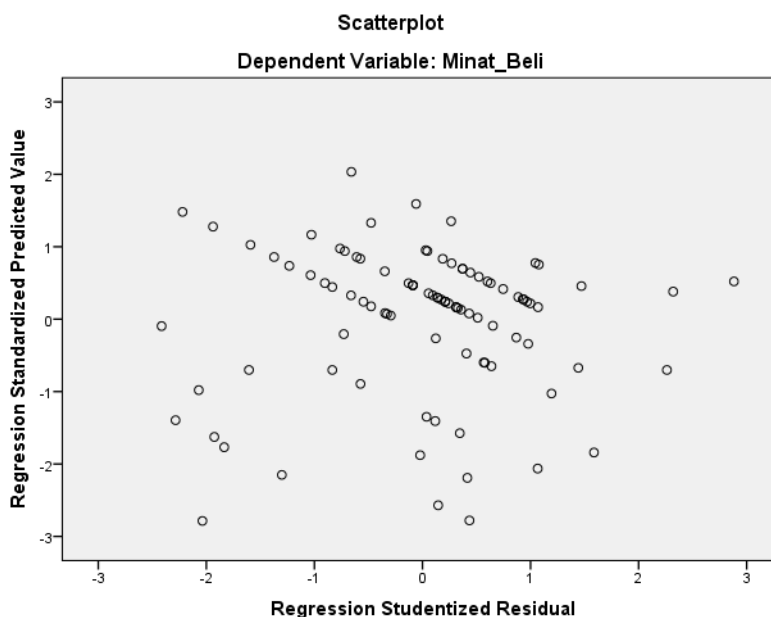


Figure 4.

Chartscatterplot

Source: Research Data Processing, 2024.

It can be seen that the data spreads randomly around the Y-axis and does not form a particular pattern, so this regression model is free from symptoms of heteroscedasticity. The results of research analysis using multiple linear analysis tests can be contained in Table 5:

Table 5.

Results of Multiple Linear Analysis

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1,279	1,856		-.689	,492
Product quality	,244	,089	,207	2,731	,008

Service quality	,487	,079	,485	6,199	,000
Store_Atmosphere	,284	,139	,174	2,042	,044
Brand_Image	,152	,098	.141	2,551	.012

a. Dependent Variable: Purchase Interest

Source: Research Data Processing, 2024

Based on these values, the following multiple linear regression equation is obtained: $Y = -1,279 + 0.244X_1 + 0.487X_2 + 0.284X_3 + 0.152X_4$. Table 5 explains that the B value for Product Quality (B1) is 0.244. Service Quality (B2) is 0.487, the value store Atmosphere (B3) is 0.284, the Brand Image value (B4) is 0.152 and the constant value (a) is -1,279. The description of the multiple linear regression equation shows that the variables Product Quality, Service Quality, Store Atmosphere, and Brand Image have a positive coefficient direction towards Purchase Interest.

To test the research hypothesis, the t-test can be used. This test was carried out to analyze the influence of the independent variables, namely Product Quality, Service Quality, Store Atmosphere and Brand Image partially on the dependent variable, namely Purchase Interest. To determine the ttable value, the following equation can be used: $df = nk - 1 = 96 - 4 - 1 = 91$. After calculating using this equation, the ttable value is 1.987. The t-test results can be loaded in Table 6:

Table 6.
Results Test (Partial)
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-1,279	1,856		-.689	,492
Product Quality	,244	,089	,207	2,731	,008
Service Quality	,487	,079	,485	6,199	,000
Store_Atmosphere	,284	,139	,174	2,042	,044
Brand_Image	,152	,098	.141	2,551	.012

a. Dependent Variable: Purchase Interest

Source: Research Data Processing, 2024.

Based on Table 6, it can be seen that the partial test results obtained a calculated t value of $2,731 > t$ table 1.987 and the significant value is $0.008 < 0.05$, which means that the Product Quality variable has a positive effect on the Purchase Interest variable. Then the results of the Service Quality variable have a positive and significant effect on Purchase Interest with a calculated t value of $6,199 > t$ table 1.987 and the significant value is $0.000 < 0.05$. Partially, the calculated t value is obtained $2,042 > t$ table 1.987 and the significant value is $0.044 < 0.05$ which means this means the variable store Atmosphere has a positive effect on the Purchase Interest variable. Next, the calculated t value is obtained $2,551 > t$ table 1.987 and the significant value is $0.012 < 0.05$, which means that the Brand Image variable has a positive effect on the Purchase Interest variable.

The F test is carried out to test whether the independent variables, namely Product Quality, Service Quality, Store Atmosphere, and Brand Image simultaneously have a significant relationship or not with the dependent variable, Purchase Interest. To determine the Ftable value, the following equation can be used: $df = k; n - k = 4; 96 - 4 = 4; 92$. After calculating using this equation, $F_{table} = (4; 92)$ then the Ftable value is 2.486 . The results of the F test in this research can be contained in Table 7:

Table 7.
F Test Results
ANOVAa

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	288,840	4	72,210	40,713	,000b
Residual	161,400	91	1,774		
Total	450,240	95			

a. Dependent Variable: Buying_Interest

b. Predictors: (Constant), Brand_Image, Product_Quality, Service_Quality, Store_Atmosphere

Source: Research Data Processing, 2024.

Table 7 shows the Fcount value of $40,713 > F$ table 2.486 with a significance value of $0.000 < 0.05$. From these results, it can be concluded that Product Quality, Service Quality,

Store Atmosphere, and Brand Image simultaneously have a positive and significant effect on Purchase Interest.

The coefficient of determination is used to analyze the contribution of the influence of the independent variables, namely Product Quality, Service Quality, Store Atmosphere, and Brand Image on the dependent variable, namely Purchase Interest. The coefficient of determination test results can be contained in Table 8:

Table 8.
Coefficient of Determination Test Results

Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.801a	.642	.626	1,332

a. Predictors: (Constant), Brand_Image, Product_Quality, Service_Quality, Store_Atmosphere

b. Dependent Variable: Buying_Interest

Source: Research Data Processing, 2024.

The R Square value from the coefficient of determination analysis is 0.642, meaning that Purchase Interest can be explained by the variables Product Quality, Service Quality, Store Atmosphere, and Brand Image of 64.2%, while the remaining 35.8% can be explained by other variables not examined in this research.

Discussion

The partial test results obtained a calculated t value of $2,731 > t$ table 1.987 and the significant value is $0.008 < 0.05$, which means that the Product Quality variable has a positive and significant effect on the Purchase Interest variable. The higher the product quality perceived by consumers, the more likely they will choose to buy the product. The results of this research are in line with research findings conducted by Yogi Erlangga and Putu Nina Madiawati (2023), which stated that product quality has a positive and significant effect on purchase interest.

Then the results of the Service Quality variable have a positive and significant effect on Purchase Interest with a calculated t value of $6,199 > t$ table 1.987 and the significant value is $0.000 < 0.05$. The more effective the quality of service is, the greater the possibility that consumers will choose to buy the product. Successful service quality can form positive consumer perceptions, increase the desire to purchase products, and influence purchasing interest. The results of this research are in line with the findings of research conducted by Teo Wildan and Albari (2023), which states that Service Quality has a positive and significant effect on Purchase Interest.

Partially, the calculated t value is obtained $2,042 > t$ table 1.987 and the significant value is $0.044 < 0.05$ which means this means the variable store Atmosphere has a positive effect on the Purchase Interest variable. Based on the research results, Store Atmosphere accepted has a positive influence on consumer decisions. The results of this research are in line with the findings of research conducted by Anita Pratiwi, Sri Wahyuni Mega, and Diana Ambarwati, (2023). Which states that Store Atmosphere positive and significant effect on Purchase Interest.

Next, the calculated t value is obtained $2,551 > t$ table 1.987 and the significant value is $0.012 < 0.05$, which means that the Brand Image variable has a positive effect on the Purchase Interest variable. This finding is consistent with previous research by Yoviko Mahardika, Helni M Jumhur,(2023). This indicates that Brand Image has a positive and significant effect on Purchase Interest.

The calculated F value is $40,713 > F$ table 2.486 with a significance value of $0.000 < 0.05$. From these results, it can be concluded that Product Quality, Service Quality, Store Atmosphere, and Brand Image simultaneously have a positive and significant effect on Purchase Interest.

CONCLUSION

1. Product quality has a positive and significant effect on buying interest in the Lena Editing Art Sei Sentosa Shop.

2. Service Quality has a positive and significant effect on Purchase Interest in the Lena Editing Art Sei Sentosa Shop.
3. Store Atmosphere has a positive and significant effect on Purchase Interest in the Lena Editing Art Sei Sentosa Shop.
4. Brand Image has a positive and significant effect on Purchase Interest in the Lena Editing Art Sei Sentosa Shop.
5. Product Quality, Service Quality, Store Atmosphere, and Brand Image simultaneously have a positive and significant effect on Purchase Interest in the Lena Editing Art Sei Sentosa Shop.

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