Research Article

Febi Elinda Putri[1]*, Muslim[2]

The Influence of Product Quality, Customer Experience, Price and Brand Image on Purchase Interest

*Corresponding Author: **Febi Elinda Putri**: Esa Unggul University, Indonesia; febielindaputri15@gmail.com
Muslim: Esa Unggul University, Indonesia; muslim.amajid@esaunggul.ac.id

Abstract: *Due to the increasingly rapid development of digital marketing or marketing via the internet and social media, it is possible for companies to communicate directly with customers without going through third parties. This research aims to observe the impact of digital marketing communications through word of mouth, which is usually seen by customers through product quality, customer experience, price, brand image through purchase interest which is the hypothesis in this research. Using quantitative methods and using Multiple Linear Regression data analysis with the help of SPSS software. The population in this study includes customers and consumers who have purchased and used products from Scarlett Whitening, using a purposive sampling technique of 88 respondents. Data collection was carried out online by distributing questionnaires in the form of google forms via social media. From the results of this research, it can be concluded that product quality does not have a positive influence on purchase interest, customer experience has a positive influence on purchase interest, price has a positive influence on purchase interest, brand image has a positive influence on purchase interest. This research suggests companies can organize marketing via social media better in order to get maximum results. The coefficient of determination value shows that the variables product quality, customer experience, price, brand image, are able to explain the purchase interest variable by 63.9%, while the remaining 36.1% is explained by other variables outside the model.*

Keywords*: product quality, customer experience, price, brand image, purchase interest.*

Introduction

The growth in the number of internet users has become increasingly rapid in recent years, and it has become a very potential market for businesspeople to enter by offering various kinds of products with varying quality and prices, this is a consideration for carrying out online transactions (Maryanto et al., 2022). Usually, customers will engage in product information search behavior before making a decision to purchase, this information can also be obtained from different sources (Dalziel & De Klerk, 2020).

Entering the increasingly tight competitive business environment in the current era of digitalization where the internet is the ideal infrastructure, cosmetic companies are therefore expected to continue to improve the quality of their products. Product quality is an important thing that every company must strive for if it wants the products it sells to be able to compete in the market to satisfy customer wants and needs Ananda & Jamiat (2021), so that customers feel satisfied with their use, which will strengthen customers' interest in buying the product (Paramita et al., 2022).

There are many ways that companies can do to improve purchasing decisions, for example by paying attention to the price factor (Nurfitriana & Iriani, 2018). Price really influences buying interest because the customer's ability to make a purchase is by comparing the benefits they will get with the sacrifices made (Elvina & Sarah, 2021). A good customer experience is fulfilling customer needs and instilling trust in customer memories, so that it can provide feelings of pleasure, attachment and strong emotional feelings towards the company (Setiobudi et al., 2021). One way to retain customers is by creating a strong brand image in the market share Erlinda (2019), so that customers can get a positive impression which is the

experience and knowledge gained from the brand (Eriza, 2017). Huang et al. (2019) stated that customers who are familiar with a brand have higher purchase interest.

The customer's buying interest will arise automatically if the customer is used to it and feels interested in giving a positive response to what the seller is offering Eriza (2017), so that it arises based on the customer's self-instruction to purchase a product, make plans, take related actions such as proposing , choosing, recommending, which ends with making a decision to buy (Taan, 2021).

This research was taken because the author wanted to know what impact there was on a business from communication through word of mouth carried out by society in the era of digitalization where all information is easily obtained online. With previous research that has been carried out regarding the variables of product quality, customer experience, price, brand image and purchasing interest. Where product quality can positively influence buying interest Ananda & Jamiat (2021), customer experience positively influences buying interest Foster (2017), price positively influences buying interest Halim & Iskandar (2019), brand image can positively influence buying interest (Adhi & Sidharta 2017).

In the previous study, a tourist attraction located in Spain was taken, and in this research the author took the famous beauty product, namely Scarlett Whitening, as an object, with the aim of seeing whether there is a relationship that has an impact on product quality, customer experience, price, brand image on purchasing interest. It is hoped that this study can contribute to the scientific layer of marketing management so that it can provide new data that is useful for the general public and business people.

Literature Review

Product Quality

Product quality is a strategy provided by the company by providing differences in composition that will be provided to win against competition so that the expected added value can be obtained in the eyes of customers (Robustin & Fauziah., 2017). Product quality also has an important variable in improving the image of a brand (Putra et al., 2022). A company's ability to provide overall functions regarding accuracy, durability, testing, ease of use, and also the composition of the product. Product quality also has a significant influence on purchasing decisions (Rumondor et al., 2017). By determining different levels to give priority to product quality standardization, especially for companies using the same media (Annarita et al., 2023).

Customer Experience

Customer Experience or what is called customer experience is a combined result that customers feel fully and sensibly during direct or indirect interactions in a business (Sudirman et al., 2022). Customer experience is a good or bad experience felt by customers when using, feeling and purchasing products or services Setiobudi et al. (2021), customer experience is described as a combination based on consumer activities in consuming or using goods and services, whether the experience has a good impression or not (Fitria et al., 2021). If someone is satisfied with their previous purchase, they will most likely make another purchase at the same place (Foster, 2017).

Price

Pricing strategy is an important component in determining the price of goods in a business (Azzahra et al., 2023). Another opinion says that price is the amount of money obtained from the sale of a good or service (Rumondor et al., 2017). In terms of price perception, it has an influence in encouraging customers to buy. Price can be defined as the amount of value that will be spent when buying a product or service.

The prices set by producers are a form of strategy to gain profits (Azzahra et al., 2023). Price perception generally compares the actual price with a reference price, namely the competitor's price with the price the buyer previously paid (Jeaheng et al., 2023). Customers' desire to buy a product will decrease along with the increase in price Wei et al. (2023) because decisions about what to buy are influenced by price (Nurfauzi et al., 2023).

Brand Image

Brand image is the belief, thought and impression of a brand Noverita & Singgih (2019), brand image is also the result of a customer's view or impression of a particular brand which is based on consideration and comparison with several different brands of similar products (Wulandari & Iskandar, 2018). Brand image is also considered one of the most important intangible assets that has an impact on customer perceptions of a company (Bianchi et al., 2019). In this competitive business world, brand image can give a different impression in the eyes of customers so that it can help companies differentiate themselves from competitors in order to gain a competitive advantage (Yanuar et al., 2022).

Purchase Interest

Purchase interest is the initiative of someone who provides feedback in making a decision to purchase a product or service. A concept called AIDA provides stages of buying interest which include: Attention, interest, desire and action. Purchase interest has a positive and significant effect on purchasing decisions. If you have high buying interest, it will encourage customers to buy, and vice versa, if your buying interest is low, it will prevent customers from buying the product. When customers trust the product brand in a business, the customer will form a desire to buy (Ngoma & Ntale, 2019). The investigated purchase interest relies heavily on the references and brand values shared by different customers via social media channels (Dehghani & Tumer, 2015). Promotion through word of mouth communication is a powerful place to channel someone's interest to purchase (Bagozzi & Khoshnevis, 2023). So it enters the customer evaluation stage regarding choices and interest to buy a brand that is desired and liked.

Hypothesis Development

Relationship between Product Quality and Purchase Interest

Product quality is an important thing that every company must strive for if it wants the products it sells to be competitive in the market, customers will be interested in buying high quality products, if the product quality is mediocre or tends to be poor then customers will not be interested in purchasing Ananda & Jamiat (2021), therefore companies must continue to improve the quality of their products or services because improving product quality can make customers feel satisfied with the products or services they buy, thus having an impact on customers making repeat purchases (Halim & Iskandar, 2019). When the quality of the product is attractive, it can attract high buying interest. It is very important to observe factors for improving product quality by correcting what is still lacking and improving what is already good (Satria, 2017). According to research Ananda & Jamiat (2021) that product quality basically influences customer buying interest. Based on the description above, the author proposes an initial hypothesis, namely:

H[1]: Product Quality has a positive relationship to influence Purchase Interest

Relationship between Customer Experience and Purchase Interest

When customers have a positive experience, they are more likely to intend to make a purchase. There are various ways that companies can provide a positive experience, especially when purchasing online (Fitria et al., 2021). Creating increased word of mouth promotion and also the effectiveness of customer experience also influences the continuity of interest in purchasing products for a company (Pranatika & Albari, 2022). According to research by Foster (2017), customer experience positively influences purchasing interest. The hypothesis that will be given for this research is:

H^2: Customer Experience positively influences Purchase Interest

The Relationship between Price and Purchase Interest

The price of a product will of course greatly influence customer buying interest (Noverita & Singgih, 2019). Competitive prices can influence purchasing decisions, so that the more competitive the company is in determining prices, the more confident customers will be in making purchases (Ena et al., 2020). Every increase in price will result in a customer's decision to buy where high buying interest can be formed by attractive promotions Satria (2017), various promotional activities are continuously carried out to encourage customers to buy products through online stores which is an important stage for entrepreneurs, and ultimately achieving this also assessed based on consumer purchase interest (Fitria et al., 2021). According to Halim & Iskandar (2019) price has a significant influence on buying interest. Based on the description above, the author assumes the following hypothesis:

H^3: Price has a positive influence on Purchase Interest

The Relationship between Brand Image and Purchase Interest

Excellence in brand image is very necessary to maintain a positive image in the minds of customers in order to arouse buying interest (Noverita & Singgih, 2019). The higher the quality of a manufacturer's brand image, the higher the customer's desire to buy, by providing clear information through a product description to encourage buying interest (Prayogo et al., 2023). A good brand image on a product causes customers to believe in the product, this is what makes customers definitely consider buying a brand, the interest in buying itself arises because of the brand image on the product (Ramadhan & Santosa, 2017). According to research (Adhi & Sidharta, 2017) brand image has a positive and significant effect on purchasing interest. Based on the description above, the author assumes the following hypothesis:

H^4: Brand Image has a positive influence on Purchase Interest

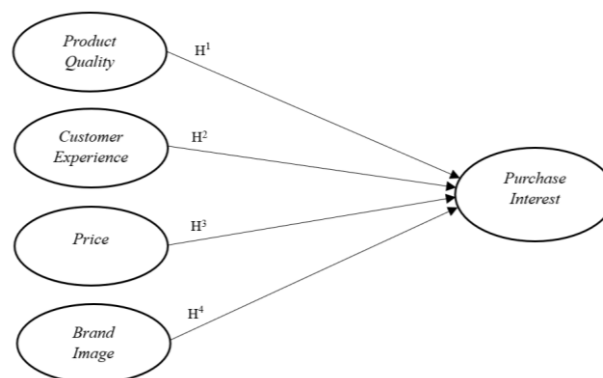**Based on this framework, the research model includes:**

Figure 1. Research Model

Method

The research technique uses measurement tools and information collection which is carried out by distributing questionnaires via Google form online to respondents. In this research I used a Likert scale method. All statements are calculated at 4 levels, starting from Strongly Disagree (STS) with a value of 1 point to Strongly Agree (SS) with a value of 4 points. Where the product quality variable is measured with 5 questions adapted from Khalil (2021), the customer experience variable is measured with 4 questions adapted from Vakulenko et al. (2019), the customer experience variable is measured with 3 questions adapted from Fernando et al. (2023), the price variable is measured with 3 questions adapted from Cakici & Tekeli (2022), the brand image variable is measured with 4 questions adapted from Yanuar et al. (2022), the purchase interest variable is measured with 3 questions adapted from (Awal et al., 2023). With a total of 22 questions.

The author took a population of customers who used and shopped for Scarlett Whitening products online and offline in shopping centers ranging from ages 13 years to 60 years, both men and women. With a research sample size of 4 times the number of indicators of 22, the minimum sample required is 88 respondents (Taluke et al., 2019).

This research is quantitative in nature using the SPSS model to analyze data by conducting validity and reliability test research, then using multiple linear regression analysis tools. To test the validity analysis of product quality, customer experience, price, brand image, and purchase interest using the Pearson Product Moment correlation technique, namely a test to measure the relationship between two variables that have a normal data distribution.

Result and Discussion

These results were obtained from data collection carried out by distributing questionnaires via Google form online to respondents. In carrying out the data test, there are several steps to get the results by testing the data quality which is divided into 2, namely validity test and reliability test. The classical assumption test is divided into 4, namely normality test, heteroscedasticity test, autocorrelation test, multicollinearity test. And hypothesis testing is divided into 3, namely the coefficient of determination test (R^2), F analysis test, t analysis test.

After distributing the questionnaire via Google form online to see the respondents' opinions, the author obtained 88 respondents with predetermined conditions. 73% of the respondents were female, and 15% of the respondents were male. All respondents were aged from 13 to 60 years with various jobs and duration of use < 1 year as much as 47%, 1-2 years as much as 20%, 2-3 years as much as 13%, 3-4 years as much as 5%, and > 4 year by 3%. From the results of the data that has been obtained, the frequency obtained through word of mouth marketing can increase purchasing interest.

By using this correlation technique, each variable shows the results that the questionnaire is considered valid with a sig value <0.05, so this indicates that the correlation between these variables is statistically significant. The next data test is to use reliability analysis with a Cronbach's alpha value > 0.60 to get reliable results. So with this result the product quality variable (X_1) is 0.815, customer experience (X_2) is 0.862, price (X_3) is 0.775, brand image (X_4) is 0.824, and purchase interest (Y) is 0.865. From the values produced in the reliability test, it shows that all variables have been proven to be reliable.

The next data test is to use the classic assumption test with the aim of proving that the regression equation that has been obtained has accurate and consistent precision. The classical assumption test has several types of tests such as the normality test which has two ways of analysis using graphs and analysis

tests. Test normality using the One-Sample Kolmogorov-Smirnov test with results showing the Asymp value. Sig. (2-tailed) is $0.200 > 0.05$, so it can be concluded that the data is normally distributed. Next, there is a multicollinearity test with a Tolerance Value assessment using the Variance Inflation Factors (VIF) method, by showing the test results that all factors have a tolerance value > 0.10 or a VIF value < 10, it is concluded that they have passed the multicollinearity test. Next is the autocorrelation test with the Durbin-Watson profitability value of 2.237, so it can be concluded that the model does not experience autocorrelation symptoms. The final test of this classical assumption is the heteroscedasticity test with the results of all variables having a sig value > 0.05 which indicates they have passed the heteroscedasticity test.

After testing the classical assumptions, you can continue with the multiple linear regression analysis test process by looking at the results of the unstandardized coefficients, $Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$. Next, carry out a hypothesis test including testing the coefficient of determination (R^2) by looking at the value obtained in the Adj R^2 squere column of 0.639 or 63.9%. The coefficient of determination value shows that the variables product quality (X_1), customer experience (X_2), price (X_3), brand image (X_4), are able to explain the purchase interest variable (Y) by 63.9%. Meanwhile, the remaining 36.1% is explained by other variables outside the model.

The calculated F value is $36.796 >$ the F table value is 3.104 and the sig value is $0.000 < 0.05$, so it can be concluded that H0 is rejected and Ha is accepted, meaning that the variables of product quality, customer experience, price, brand image influence buying interest.

The final test is the t test with the calculated t value $<$ t table value and the sig value > 0.05 then Ha is rejected and H0 is accepted, the calculated t value $>$ t table value and the sig value > 0.05 then Ha is accepted and H0 is rejected. (X_1) is $-0.118 <$ t table value, namely 1.988 and the sig value is $0.906 > 0.05$, then Ha is rejected and H0 is accepted, which means that the product quality variable does not influence purchasing interest. (X_2) is $2.581 >$ t table value, namely 1.988 and sig value, namely $0.012 < 0.05$, so Ha is accepted and H0 is rejected, which means that the customer experience variable influences buying interest. (X_3) is $3.891 >$ t table value, namely 1.988 and sig value, namely $0.000 < 0.05$, so Ha is accepted and H0 is rejected, which means that the price variable influences buying interest. (X_4) is $3.704 >$ t table value, namely 1.988 and sig value, namely $0.000 < 0.05$, so Ha is accepted and H0 is rejected, which means that the brand image variable influences buying interest.

Table 1. Hypothesis Test Results

	Hypothesis	T-Value Count	Sig.	Information
PQ → PI	H^1	- 0.118	0.906	Data do not support the hypothesis
CE → PI	H^2	2.581	0.012	The data support the hypothesis
P → PI	H^3	3.891	0.000	The data support the hypothesis
BI → PI	H^4	3.704	0.000	The data support the hypothesis

Source: Researcher-processed data findings, 2024

Furthermore, the results of the t test are used to test the partial regression coefficient which functions to determine whether the independent variables consisting of product quality, customer experience, price, brand image and buying interest have an influence or not on the dependent variable with a significance level of 0.05 ($\alpha = 5\%$). Based on testing with SPSS, the results of individual testing of the product quality variable (X_1) show that the t count is $-0.118 <$ t table value, namely 1.984 and the sig value is $0.906 > 0.05$, so Ha is rejected and H0 is accepted, which means product quality has no influence on interest. buy. The

results of individual testing of the customer experience variable (X_2) show that the t count is 2.581 > t table value, namely 1.984 and the sig value is 0.012 < 0.05, so H0 is rejected and Ha is accepted, which means that customer experience influences buying interest. The results of individual testing of the customer loyalty variable (X_3) show that the t count is 3.891 > t table value, namely 1.984 and the sig value is 0.000 < 0.05, so H0 is rejected and Ha is accepted, which means that price has an effect on buying interest. The results of individual testing of the price variable (X_4) show that the t count is 3.704 > t table value, namely 1.984 and the sig value is 0.000 < 0.05, so H0 is rejected and Ha is accepted, which means that brand image influences buying interest. Thus it can be concluded that the data in this study supports the hypothesis.

The results obtained in this research are that product quality does not positively influence purchasing interest. This study shows low customer buying interest, which means that product quality has no relation to customer buying interest because they hear cheaper prices and good brand images from other people regarding the quality of the product, even though they have not tried it, customers think it is good so it has no effect on it. Purchase interest is what makes customers remain interested in buying the product. This is in accordance with research conducted in previous studies regarding product quality which does not have a significant effect on purchasing interest (Yanti, 2021).

Next, this study found that customer experience has a positive influence on purchasing interest. In line with previous research which states that customer experience has a significant effect on purchase interest with the largest average (Adistia et al., 2023). The customer experience felt by the customer plays an important role in this, including the seller's good response and responsiveness in handling all the customer's desired needs. Customer experience is something that is very valuable for customers because this experience will become a positive memory after making a purchase. Quality customer experience in responding to everything the customer needs is an unforgettable memory so it can have a positive impact in making customers interested in buying Scarlett Whitening products.

Furthermore, the results in this study show that price has a positive relationship with buying interest. Seeing the high response from customers results in a feeling of satisfaction with the price obtained. Price has an important role in shaping customer buying interest as a positive attitude in making purchases can be reflected in the frequency or large quantities purchased. If the price set is very appropriate according to purchasing power and can provide cheaper prices such as discounts, special price promotions, then customers will choose that product/service. This is in accordance with the results of research conducted by previous studies regarding the positive influence of price on purchasing interest (Hartati, 2021).

Other results in this research show that brand image has a positive influence on purchase interest. Brand image is a very important thing for the company and customers. With a brand image, the company will benefit, likewise if the brand image of a product is known to be positive by customers, customers will be interested in buying products according to their needs. Which means that the better the brand image that Scarlett Whitening has, the more it can increase customer buying interest. Brand image information that customers obtain from other people about the company will make customers think that the products produced by the company are very good, thus making customers intend to make a purchase. This research is in accordance with previous research conducted regarding brand image having a positive effect on purchase interest (Ahmad et al., 2020).

Closing

Conclusion

The conclusion results show that the research carried out has succeeded in proving the existence of several relationships between the variables studied. This shows that the research succeeded in confirming the influence of customer experience, price, brand image, purchasing interest. And failed to confirm the influence of product quality on the Scarlett Whitening brand.

Limitation

This study has limitations that can be corrected in future research. The research was conducted in several provinces in Indonesia using data collection techniques through questionnaires distributed on social media so that respondents in various regions could be reached who may have deficiencies in the data obtained. To obtain better data quality, it is recommended that further research use different data collection methods or carry out additional validation of the data obtained such as direct research, interviews, or direct observation to obtain more accurate and in-depth results. Apart from that, better measurement techniques can improve the validity and reliability of research results. To overcome existing limitations, it is hoped that further research can make a greater contribution to the understanding of the relationship between the variables that have been studied to expand the generalisability of the research results.

Managerial Implications

This research has several implications that companies can take to increase success in a business. The first few managerial implications, the research results show that product quality does not have a significant influence on purchasing interest. With this, it is believed that the company has not been able to provide products that have high quality standards. This can be done by researching and finding out what customers want by providing products that have high quality in the ingredients that will be used to provide maximum results for a product.

Second, customer experience is proven to have a positive influence on customer buying interest. Companies need to pay attention to the services that employees will provide to customers, both in terms of how quickly company employees respond to questions, complaints and requests submitted by customers to gain trust. Therefore, companies need to improve the quality of services provided to customers by conducting employee training, comprehensive auditing to ensure employees provide a good experience in the eyes of customers.

Third, price is proven to have a positive influence on buying interest. Where price can be a cause for customers to withdraw from buying a product, therefore it is hoped that companies will provide better prices such as promotions in the form of discounts or providing certain additional products for free in order to attract customers' buying interest without having to lower the company's standards.

Fourth, brand image is proven to have a positive influence on purchasing interest. Brand image is the public's impression of a product brand on a company which is formed from past information, therefore it is hoped that the company must be able to maintain the brand identity that has been built.

Because this research was conducted through digital marketing, companies need to understand that market conditions and customer preferences may be different from offline stores. Therefore, marketing, service and customer retention strategies need to be adapted to the characteristics and needs of the market in each location, both online and offline.

References

Annarita, C., Fabio, C., & Marcello, S. (2023). Total Quality Management & Business Excellence Dual Quality And Limits To International Adaptation Of Product Quality : Development Of A Conceptual Framework And Research Agenda. Https://Doi.Org/10.1080/14783363.2022.2158804

Awal, R., Hossain, S., Arzin, T. A., Sheikh, I., & Haque, E. (2023). Application Of The Sobc Model To Study Customers ' Online Purchase Intentions In An Emerging Economy During Covid-19 : Does Gender Matter ? Https://Doi.Org/10.1108/Prr-02- 2022-0014

Bagozzi, R. P., & Khoshnevis, M. (2023). How And When Brand Coolness Transforms Product Quality Judgments Into Positive Word Of Mouth And Intentions To Buy / Use Positive Word Of Mouth And Intentions To Buy / Use. Journal Of Marketing Theory And Practice, 31(4), 383–402. Https://Doi.Org/10.1080/10696679.2022.2081925

Bianchi, E., Bruno, J. M., & Sarabia-Sanchez, F. J. (2019). The Impact Of Perceived Csr On Corporate Reputation And Purchase Intention. 28(3), 206–221. Https://Doi.Org/10.1108/Ejmbe-12-2017-0068

Cakici, A. C., & Tekeli, S. (2022). The Mediating Effect Of Consumers ' Price Level Perception And Emotions Towards Supermarkets. 31(1), 57–76. Https://Doi.Org/10.1108/Ejmbe-12-2020-0344

Dalziel, R. C., & De Klerk, N. (2020). Media And Group Influence On Generation Y Consumers' Attitudes Towards Beauty Products. Spanish Journal Of Marketing - Esic, 25(1), 115–136. Https://Doi.Org/10.1108/Sjme-12-2019-0104

Ena, M. Y., Nyoko, A. E. L., & Ndoen, W. M. (2020). Pengaruh Persepsi Harga, Kualitas Pelayanan, Lokasi Dan Word Of Mouth Terhadap Keputusan Pembelian Di Chezz Cafenet. Journal Of Management : Small And Medium Enterprises (Smes), 10(3), 299–310. Https://Doi.Org/10.35508/Jom.V10i3.1998

Eriza, Z. N. (2017). Peran Mediasi Citra Merek Dan Persepsi Risiko Pada Hubungan Antara Electronic Word Of Mouth (E-Wom) Dan Minat Beli (Studi Pada Konsumen Kosmetik E-Commerce Di Solo Raya). Komuniti : Jurnal Komunikasi Dan Teknologi Informasi, 9(1), 14–24. Https://Doi.Org/10.23917/Komuniti.V9i1.3501

Erlinda. (2019). Pengaruh Citra Merek Dan Pengalaman Pelanggan Terhadap Penggemar Merek Kosmetik Wardah Di Kota Banda Aceh. Jurnal Ilmiah Manajemen Muhammadiyah Aceh, 9(1), 23–35. Https://Doi.Org/10.37598/Jimma.V9i1.971

Fernando, G. P., David, P. C., & Sergio, A. B. (2023). Effect Of Service Experience, Engagement And Satisfaction On The Future Intentions Of Customers Of A Sports Services. Heliyon, 9(7), E17850. Https://Doi.Org/10.1016/J.Heliyon.2023.E17850

Hartati, B. (2021). Pengaruh Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Melalui Minat Beli Produk Cosmetics Jafra Pada Pt. Jafra Cosmetics Indonesia. Jurnal Manajemen Terapan Dan Keuangan, 10(01), 123–137. Https://Doi.Org/10.22437/Jmk.V10i01.12653

Huang, P. L., Lee, B. C. Y., & Chen, C. C. (2019). The Influence Of Service Quality On Customer Satisfaction And Loyalty In B2b Technology Service Industry. Total Quality Management And Business Excellence, 30(13–14), 1449–1465. Https://Doi.Org/10.1080/14783363.2017.1372184

H. (2023). Influence Of Thai Street Food Quality, Price, And Involvement On Traveler Behavioral Intention: Exploring Cultural Difference (Eastern Versus Western). Psychology Research And Behavior Management, 16, 223–240. Https://Doi.Org/10.2147/Prbm.S371806

Khalil, S. (2021). Marketing – Quality Interface : An Empirical Analysis Of Fmcg Customers Marketing – Quality Interface : An Empirical Analysis Of Fmcg Customers. Cogent Business & Management, 8(1). Https://Doi.Org/10.1080/23311975.2021.1885574

Li, X., Tse, Y. K., Zhang, M., & Phi, H. D. (2023). Impact Of Relocation Strategy On Brand Trustworthiness And Word-Of-Mouth: Experimental Vignette Research On The Us Fashion Industry. International Journal Of Production Economics, 257(October 2022), 108775. Https://Doi.Org/10.1016/J.Ijpe.2023.108775

Moliner-Tena, M. A., Monferrer-Tirado, D., Estrada-Guillen, M., & Vidal-Meliá, L. (2023). Memorable Customer Experiences And Autobiographical Memories: From Service Experience To Word Of Mouth. Journal Of Retailing And Consumer Services, 72(January). Https://Doi.Org/10.1016/J.Jretconser.2023.103290

Ngoma, M., & Ntale, P. D. (2019). Word Of Mouth Communication : A Mediator Of Relationship Marketing And Customer Loyalty Word Of Mouth Communication : A Mediator Of Relationship Marketing And Customer Loyalty. Cogent Business & Management, 6(1). Https://Doi.Org/10.1080/23311975.2019.1580123

Nurfitriana, S., & Iriani, F. (2018). Citra Merek, Kualitas Produk, Harga Dan Pengaruhnya Pada Minat Beli Ulang Produk Kecantikan Wardah. Sebatik, 22(2), 56–63. Https://Doi.Org/10.46984/Sebatik.V22i2.308

Retnawati, H. (2015). Perbandingan Akurasi Penggunaan Skala Likert Dan Pilihan Ganda Untuk Mengukur Self-Regulated Learning.

Sidharta, M. W., Syah, T. Y. R., & Saptaningsih, A. B. (2021). The Relationship Between Social Media Communication And Word Of Mouth Inside Brand Image And Purchase Intention. 05(01).

Sun, X., Foscht, T., & Eisingerich, A. B. (2021). Does Educating Customers Create Positive Word Of Mouth? Journal Of Retailing And Consumer Services, 62(October 2020), 102638. Https://Doi.Org/10.1016/J.Jretconser.2021.102638

Sundari, S., & Lestari, H. D. (2022). Pemasaran Digital Dalam Kewirausahaan. Wikuacitya: Jurnal Pengabdian Kepada Masyarakat, 1(1), 94–99. Https://Doi.Org/10.56681/Wikuacitya.V1i1.23

Taan, H. (2021). Kemudahan Penggunaan Dan Harga Terhadap Minat Beli Online Konsumen. E-Journal Ekonomi Bisnis Dan Akuntansi, 8(1), 89. Https://Doi.Org/10.19184/Ejeba.V8i1.19502

Tolstoy, D., Nordman, E. R., & Vu, U. (2022). The Indirect Effect Of Online Marketing Capabilities On The International Performance Of E-Commerce Smes. International Business Review, 31(3), 101946. Https://Doi.Org/10.1016/J.Ibusrev.2021.101946

Vakulenko, Y., Shams, P., Hellström, D., & Hjort, K. (2019). Online Retail Experience And Customer Satisfaction : The Mediating Role Of Last Mile Delivery. The International Review Of Retail, Distribution And Consumer Research, 29(3), 306– 320. Https://Doi.Org/10.1080/09593969.2019.1598466

Wei, Q., Lv, D., Fu, S., Zhu, D., Zheng, M., Chen, S., & Zhen, S. (2023). The Influence Of Tourist Attraction Type On Product Price Perception And Neural Mechanism In Tourism Consumption: An Erp Study. Psychology Research And Behavior Management, 16, 3787–3803. Https://Doi.Org/10.2147/Prbm.S416821

Yanuar, T., Syah, R., & Olivia, D. (2022). Enhancing Patronage Intention On Online Fashion Industry In Indonesia : The Role Of Value Co- Creation , Brand Image , And E-Service Quality Enhancing Patronage Intention On Online Fashion Industry In Indonesia : The Role Of Value. Cogent Business & Management, 9(1). Https://Doi.Org/10.1080/23311975.2022.2065790