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# Factors Forming E-Trust that Attract Interest in Buying Classic Model Watches

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## ABSTRACT

*This study aims to determine the development and changes in trends among consumers in the digital era through the analysis of buying interest in classic type watch consumers who are influenced by price, brand image, and product design through e-trust. The research method uses descriptive quantitative method with structural equation model analysis technique through survey method of purposive sampling technique on 135 respondents of classic watch fans in East Priangan area. The results showed that price has a negative effect on e-trust, brand image has a positive effect, as well as product design which has a positive effect on e-trust, and e-trust moderates the independent variables positively and significantly on purchase intention. Existing gaps due to the effect of price can be added to discount prices, promotions, and service times to identify gaps in further research.*

**Keyword:** Brand Image, E-trust, Price, Product design, Purchase Intention

## INTRODUCTION

Consumer behavior in this era of technological and digital advances has undergone significant changes. Consumer behavior supported by knowledge of technological advances has brought buying and selling activities in marketing to a more concise stage. It is common to see that the marketing process, from promotion to after-sales service is carried out digitally in an internet network.

Consumers are one of the objects that experience behavioral changes towards a more digital direction called marketing 5.0. One of the visible changes in consumers is the personalization and customization of the marketing mix between one consumer and another. (Kotler et al., 2021)

Consumer buying interest is one of the consumer behaviors which means that there is a motivation to own or consume a product for the brand they like, buying interest arises because of the motivation that comes from internal consumers and from external consumer factors. (Armstrong et al., 2018). Today's digital era is in a transition period of changing consumer behavior. It is no exception to the buying interest of consumers who make purchases through digital markets. The way of life of humans is currently experiencing many changes so that marketing actors really need to know the changes that occur so that they can stay in the right competition.

Consumer buying interest is actually influenced by the marketing mix and brand image. Some of the factors in the marketing mix are price and product (in this case product design) which are collaborated in a product offered to consumers so as to create value in the eyes of consumers. (Kotler & Keller, 2018)

Building consumer buying interest in the digital era as it is happening is by building e-trust in existing e-commerce. The meaning of e-trust is consumer confidence in the security and reliability of a product provider in the digital realm formed from consumer perceptions of their own experiences and influences from other parties. (Kotler et al., 2019a)

The gadgets used by humans today also have increasingly complete features, only one tool can replace the functions of several other tools. As an example, is a smartphone that can take over the functions of a clock, camera, calculator, calendar, activity log, even a computer can be replaced by

a smartphone (reported from the page <https://urbandigital.id/barang-yang-terancam-punah/> on June 1, 2024). However, there are some objects that cannot be replaced in value by smartphones. An example is a watch. Watches have long been used as a tool to show one's status and character, although nowadays there are digital watches, classic watches with chain characteristics are still very much favored by accessories enthusiasts. (Retrieved from <https://biz.kompas.com/read/2017/10/12/185942028/dari-fungsi-karakter-sampai-gengsi-jam-tangan-apa-yang-cocok-untuk-anda>; <https://pepnews.com/gaya/p-c162b358d7412de/jam-tangan-bukan-lagi-penunjuk-waktu-tetapi-sebagai-penunjuk-status-sosial>; <https://www.fimela.com/fashion/read/4169908/pemilihan-jam-tangan-yang-tepat-untuk-status-sosial-penggunanya> Retrieved on June 1, 2024). One watch brand that represents the criteria of this phenomenon is Balmer watches. This brand has the criteria to create buying interest through price, brand image, and product design.

Price is the nominal value of money exchanged to get a number of goods and services for consumers so that consumers get the benefits and opportunities to consume the products they get. (Armstrong et al., 2018a). The price of Balmer watches has various variations according to the type and material of the watch.

Brand image is created from consumer perceptions of the brand of a product formed from information obtained by consumers through their own experiences or the experiences of others which include all types of associations and consumer beliefs that are shown to be reflected in their memories, consumer beliefs are related to the representation of consumer perceptions as a whole. (Zeithaml et al., 2018)

Product design is the process of creating products or services that have added value to customers. It involves determining the shape, features, and characteristics of products that meet consumer needs and desires. So, product design is not just about visual appearance, but also about how the product functions and provides benefits to users. (Kotler et al., 2016a)

Accessories in the form of watches still have enthusiasts who in addition to utilizing functions also make watches as social status and show their identity. Because of this, Balmer watches appear with elegant and classy characters using chains and decorations that make them attractive. In this digital era, the sale of Balmer watches uses e-commerce media to distribute its products, this strategy needs to find out its effectiveness through consumer buying interest, especially lovers of the classic watch community.

The strategy carried out by Balmer watches is through prices that are competitive with other brand watches in the same product category, supported by the brand image of Balmer watches that emphasize elegant and classy characters for use by executives, as well as through unique product designs when compared to watches in similar categories, although the type of chain watch with jewelry grains, Balmer watches dare to mix and match colors that are unique to classic watches. Based on this phenomenon, the researcher is interested in knowing consumer buying interest in Balmer watches through price, brand image, and product design through E-trust.

#### Theoretical Framework

Consumer buying interest is actually influenced by the marketing mix and brand image. Some of the factors in the marketing mix are price and product (in this case product design) which are collaborated in a product offered to consumers so as to create value in the eyes of consumers. (Kotler & Keller, 2018). Indicators of buying interest include; 1) Transactional interest, 2) Referential interest, 3) Preferential interest, and 4) Exploratory interest. (Afiqoh et al., 2024)

E-Trust is consumer confidence in the security and reliability of a product provider in the digital realm formed from consumer perceptions of their own experiences and influences from other parties. (Kotler et al., 2019a). Indicators of e-trust include; 1) Earnestness, 2) Ability, 3) Integrity, and 4) willingness to trust. (Kotler et al., 2019b)

Price is the nominal value of money exchanged to get a number of goods and services for consumers so that consumers get the benefits and opportunities to consume the products they get. (Armstrong et al., 2018a). Price indicators include; 1) Price affordability, 2) price compatibility with product quality, 3) price compatibility with benefits, 4) price according to ability. (Armstrong et al., 2018b) Brand Image is created from consumer perceptions of the brand of a product formed from

information obtained by consumers through their own experiences or the experiences of others which include all types of consumer associations and beliefs that are shown to be reflected in their memories, consumer beliefs are related to the representation of consumer perceptions as a whole. (Zeithaml et al., 2018). Brand image indicators include; 1) Recognition (recognition), 2) Reputation, 3) Affinity (attraction), 4) Loyalty. (Rangkuti, 2015)

Product Design is the process of creating a product or service that has added value for customers. This involves determining the shape, features, and characteristics of products that meet consumer needs and desires<sup>1</sup>. So, product design is not just about visual appearance, but also about how the product functions and provides benefits to users. (Kotler et al., 2016a). Product design indicators include; 1) Shape, 2) Features, 3) Quality, 4) Durability, 5) Reliability, 6) Easy to repair, and 7) Style (Kotler et al., 2016b).

## LITERATURE REVIEW

### Price

Price is the nominal value of money exchanged to get a number of goods and services for consumers so that consumers get the benefits and opportunities to consume the products they get. (Armstrong et al., 2018a). The price of Balmer watches has various variations according to the type and material of the watch.

### Brand Image

Brand image is created from consumer perceptions of the brand of a product formed from information obtained by consumers through their own experiences or the experiences of others which include all types of associations and consumer beliefs that are shown to be reflected in their memories, consumer beliefs are related to the representation of consumer perceptions as a whole. (Zeithaml et al., 2018)

### Product Design

Product design is the process of creating products or services that have added value to customers. It involves determining the shape, features, and characteristics of products that meet consumer needs and desires<sup>1</sup>. So, product design is not just about visual appearance, but also about how the product functions and provides benefits to users. (Kotler et al., 2016a).

### E-Trust

E-Trust is consumer confidence in the security and reliability of a product provider in the digital realm formed from consumer perceptions of their own experiences and influences from other parties. (Kotler et al., 2019a). Indicators of e-trust include; 1) Earnestness, 2) Ability, 3) Integrity, and 4) willingness to trust. (Kotler et al., 2019b)

### Purchase Intention

Consumer buying interest is actually influenced by the marketing mix and brand image. Some of the factors in the marketing mix are price and product (in this case product design) which are collaborated in a product offered to consumers so as to create value in the eyes of consumers. (Kotler & Keller, 2018). Indicators of buying interest include; 1) Transactional interest, 2) Referential interest, 3) Preferential interest, and 4) Exploratory interest. (Afiqoh et al., 2024)

## RESEARCH METHODS

### Populasi dan Sampel

This research is a descriptive quantitative study that aims to analyze the effect of price, brand image, and product design variables on buying interest in Balmer watches through e-trust. This research was conducted in the classic watch community in Tasikmalaya City consisting of 135 respondents.

### Hipotesis

The results of hypothesis testing to determine the effect between variables are known

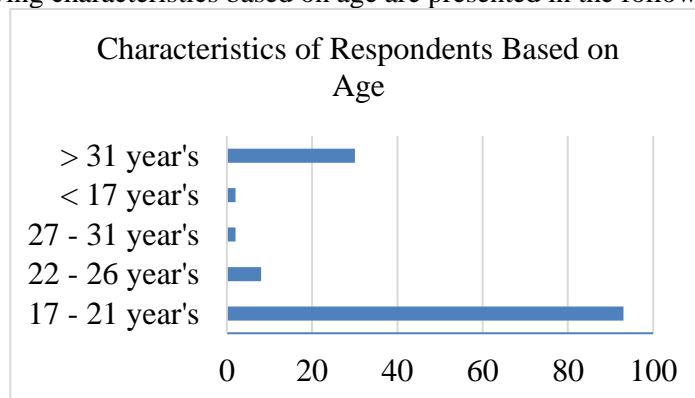
through the probability value (P) <0.05, in AMOS 22 it is written with the symbol (\*\*\*) which indicates that the probability value (P) is less than 0.05. (Haryono & Wardoyo, 2018)

### Teknik Model Analisis

The analysis technique used in the research is the structural equaling modeling (SEM) method, which is a multivariate analysis technique that combines factor analysis and regression analysis which aims to examine the relationship between complex variables, both directly and indirectly. (Haryono & Wardoyo, 2018)

## RESULTS AND DISCUSSION

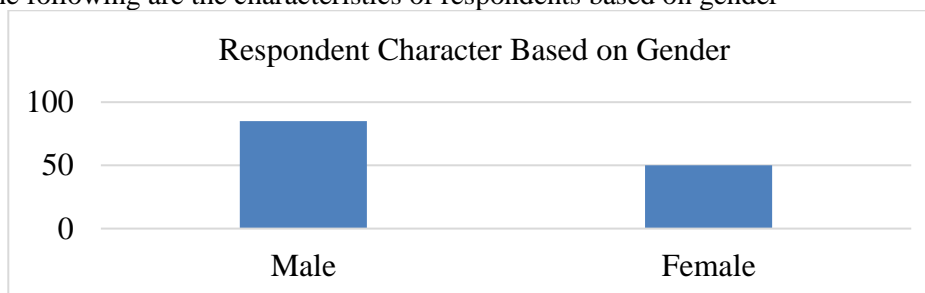
The characteristics of respondents in this study are divided into two main categories, namely, the characteristics of respondents based on age and the characteristics of respondents based on gender. The following characteristics based on age are presented in the following diagram image



**Figure 2. Characteristics of Respondents Based on Age**

The figure shows the number of respondents based on age with a total number of 135 respondents consisting of more than 31 years of age as many as 30 respondents, ages between 27 - 31 years as many as 2 respondents, ages between 22 - 26 years as many as 8 respondents, ages between 17 - 21 years as many as 93 respondents, and the remaining respondents aged less than 17 years as many as 2 respondents.

The following are the characteristics of respondents based on gender



**Figure 3. Characteristics of Respondents Based on Gender**

Based on the picture above, it can be seen that the number of male respondents was 85 respondents and the number of female respondents was 50 respondents.

Based on the results of confirmatory factor analysis, the endogenous variables show good results, namely the CR value which is greater than 2 x standard error with a p-value smaller than 0.05. (Haryono & Wardoyo, 2018). In other words, the variable-forming measurements have shown unidimensionality. Then based on this confirmatory factor analysis, the research model can be used for further analysis without modification or adjustment.

**Table 2. Results of Confirmatory Factor Analysis of Endogenous Variables**

			Estimate	S.E.	C.R.	P	Label
Purchase_Intention	<---	ETrust	,872	,074	11,841	***	par_18
P1	<---	Price	1,000				
P2	<---	Price	,970	,114	8,546	***	par_1
P3	<---	Price	1,073	,090	11,958	***	par_2
P4	<---	Price	1,037	,113	9,192	***	par_3
BI1	<---	Brand_Image	1,000				
BI2	<---	Brand_Image	1,167	,164	7,103	***	par_4
BI3	<---	Brand_Image	1,378	,161	8,556	***	par_5
BI4	<---	Brand_Image	1,346	,159	8,468	***	par_6
PD12	<---	Product_Design	1,000				
PD34	<---	Product_Design	1,011	,077	13,150	***	par_7
PD5	<---	Product_Design	,844	,081	10,390	***	par_8
PD6	<---	Product_Design	,956	,092	10,361	***	par_9
PD7	<---	Product_Design	,785	,080	9,783	***	par_10
ET1	<---	ETrust	1,000				
ET2	<---	ETrust	,905	,060	15,112	***	par_11
ET3	<---	ETrust	,954	,066	14,346	***	par_12
ET4	<---	ETrust	,948	,074	12,831	***	par_13
PI1	<---	Purchase_Intention	1,000				
PI2	<---	Purchase_Intention	,946	,099	9,556	***	par_14
PI3	<---	Purchase_Intention	,904	,107	8,473	***	par_15
PI4	<---	Purchase_Intention	,932	,112	8,310	***	par_16

Source: AMOS 22, 2024

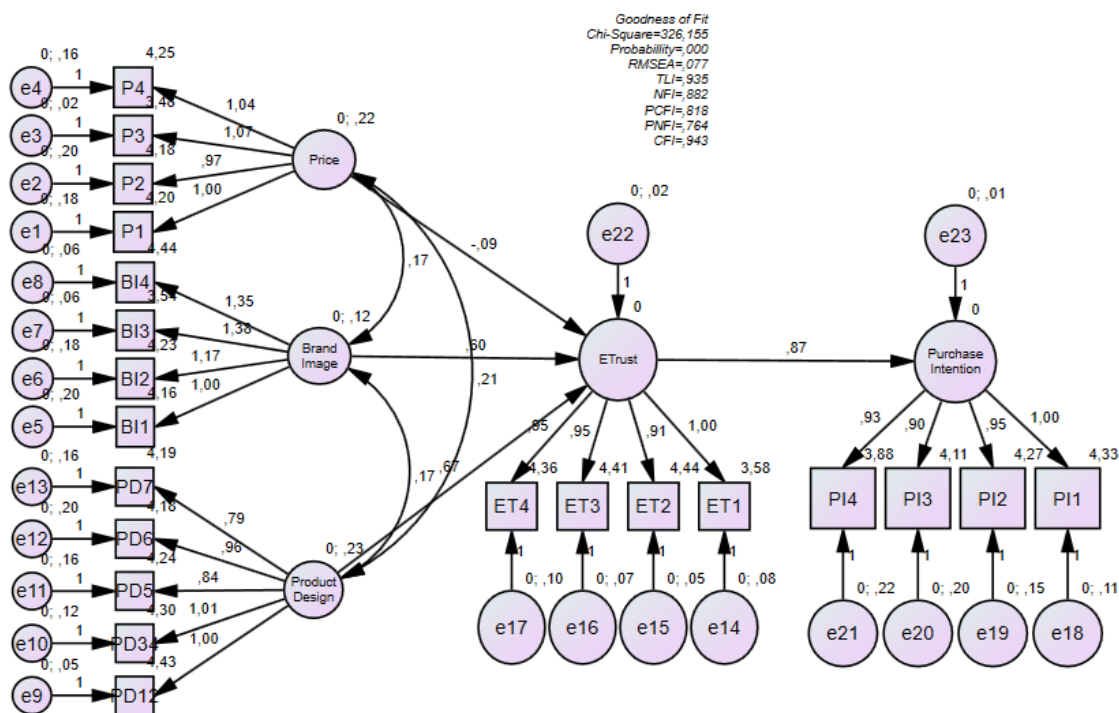
The data normality test in this model uses a critical value criterion of  $\pm 2.58$  at a significance level of 0.01 (1%). Data is said to be normally distributed if the Z value or c.r value of skewness and kurtosis is smaller than  $\pm 2.58$ . (Haryono & Wardoyo, 2018). The following is a data normality test table,

**Table 3. Data Normality Test**

Variable	min	max	skew	c.r.	kurtosis	c.r.
PI4	2,000	5,000	-,074	-,352	-,131	-,311
PI3	3,000	5,000	-,055	-,259	-,335	-,794
PI2	3,000	5,000	-,103	-,489	-,522	-1,238
PI1	3,000	5,000	-,061	-,288	-,685	-1,625
ET4	3,000	5,000	-,231	-1,097	-,707	-1,677
ET3	3,000	5,000	-,195	-,926	-,956	-2,268
ET2	3,000	5,000	,087	,412	-1,586	-2,261
ET1	2,000	5,000	,157	,746	-,624	-1,480
PD7	3,000	5,000	,078	,368	-,079	-,187
PD6	3,000	5,000	-,181	-,859	-,657	-1,559
PD5	3,000	5,000	-,019	-,089	-,395	-,936
PD34	3,000	5,000	-,219	-1,041	-,608	-1,442
PD12	3,000	5,000	-,026	-,122	-1,312	-2,112
BI4	3,000	5,000	-,174	-,827	-1,106	-2,223
BI3	2,000	5,000	-,022	-,103	-1,002	-2,177
BI2	3,000	5,000	-,127	-,602	-,480	-1,138
BI1	3,000	5,000	,003	,016	-,140	-,332
P4	3,000	5,000	-,254	-1,204	-,650	-1,541
P3	2,000	4,000	-,089	-,424	-1,598	-2,212
P2	3,000	5,000	-,160	-,758	-,591	-1,401
P1	3,000	5,000	-,185	-,876	-,608	-1,441
Multivariate					129,523	24,210

Source: AMOS 22, 2024

Evaluation of goodness of fit performance to determine the structural relationship between the variables studied. The goodness of fit test serves to determine the structural relationship contained in each variable.



Source: AMOS 22, 2024

**Figure 4. Goodness of Fit Performance Evaluation**

Based on this figure, the goodness fit value used in this study is as follows;

**Table 4. GOF Model Test**

Goodness of Fit Index	cut-off value	Model Result	Description
Chi-square	Expectedly small		
RMSEA	≤ 0,08	0,077	Fit
TLI	≥ 0,90	0,935	Fit
NFI	≥ 0,90	0,892	Marginal Fit
PCFI	0,80 ≤ PCFI < 0,90	0,818	Fit
PNFI	≥ 0,09	0,764	Fit
CFI	≥ 0,95	0,943	Marjinal Fit

Source: (Haryono & Wardoyo, 2018) & AMOS 22 Data Processing, 2024

Based on table 4, it can be seen that the measurement model is acceptable so that this research can be continued without having to adjust the model.

The results of hypothesis testing to determine the effect between variables are known through the probability value (P) < 0.05, in AMOS 22 it is written with the symbol (\*\*\*) which indicates that the probability value (P) is less than 0.05. (Haryono & Wardoyo, 2018) The calculation results are as follows;

**Table 5. Hypothesis Test**

			Estimate	S.E.	C.R.	P	Label
Product_Design	<-->	Price	,209	,033	6,423	***	par_21
Price	<-->	Brand_Image	,168	,030	5,511	***	par_22
Product_Design	<-->	Brand_Image	,167	,028	5,894	***	par_23

			Estimate	S.E.	C.R.	P	Label
ETrust	<---	Brand_Image	,605	,366	1,653	***	par_17
ETrust	<---	Price	-,093	,274	-,341	,733	par_19
ETrust	<---	Product_Design	,667	,215	3,100	***	par_20
Purchase_Intention	<---	ETrust	,872	,074	11,841	***	par_18

Source: AMOS 22, 2024

In the hypothesis test results, it is known that  $H_1$  is rejected,  $H_2$  is accepted,  $H_3$  is accepted, and  $H_4$  is accepted, also in these results it is also known that all independent variables have a two-way influence. To determine the relationship and direction of variable influence, the standard regression estimate value is used, this value is between 1 and -1 to determine the magnitude of the influence and also the direction of variable influence. (Haryono & Wardoyo, 2018).

**Table 6. Direction and Influence of Variables**

			Estimate
ETrust	<---	Brand_Image	,423
ETrust	<---	Price	-,086
ETrust	<---	Product_Design	,631
Purchase_Intention	<---	ETrust	,977

Source: AMOS 22, 2024

Based on the calculation results, it can be seen that

1. Price has a negative effect on e-trust, which means that any changes that occur in price will result in the opposite change in e-trust. This result is different from research conducted by (Pratama & Santoso, 2018; Japariato & Adelia, 2020) which shows that price has a positive and significant effect on consumer trust. Furthermore, this study shows that price has no effect on purchase intention, this result is not in line with research conducted by (Satria, 2017; Elian Tania et al., 2022), and (Kuang Chi et al., 2008) but this research is in line with the results of research conducted by (Aptaguna & Pitaloka, 2016).
2. Brand image has a positive influence on e-trust, which means that any changes that occur in brand image will be directly proportional to changes in e-trust. This result is the same as research conducted by (Bgs et al., 2018; Kuang Chi et al., 2008; Lifi Pratika et al., 2020; Ihzaturrahma & Kusumawati, 2021; Tsabitah & Anggraeni, 2021) which states that brand image will increase consumer confidence if brand image has increased.
3. Product Design has a positive influence on e-trust, which means that any changes that occur in product design will be directly proportional to changes in e-trust. This result is the same as research conducted by (Irvanto & Sujana, 2020; Maharani, 2022) which states that improving product design will increase trust in the product.
4. E-trust has a positive influence on purchase intention, which means that any changes that occur in e-trust will be directly proportional to changes in purchase intention. These results are the same as research conducted by (Alicia Prasasti et al., 2022; Cahya Kusmita & Farida, 2021; Afiqoh et al., 2024; Fitriani & Kusnanto, 2021).

## CONCLUSION

This research can be concluded that;

1. The price variable inversely affects the e-trust variable, therefore, it can be said that to



gain digital trust for Balmer watch consumers, the pricing strategy must be above the average price offer in general, or in other words, the price must feel expensive in order to be trusted by digital consumers.

2. Brand image affects the e-trust variable unidirectionally, so it can be interpreted that to gain the trust of Balmer watch consumers, the company must improve a positive image in the eyes of consumers so that consumers will give digital trust to the company for products from Balmer watches.

3. Product design affects the e-trust variable in a unidirectional manner, which means that any good changes to product design will increase digital consumer trust, therefore companies must always create good product designs so that consumers will trust the company's products.

4. E-trust has a positive effect on purchase intention, meaning that if consumer digital trust increases, it will increase consumer buying interest. The Balmer watch company really needs to always increase consumer digital trust, this is supported by the sales method carried out through the digital market so that to get consumer buying interest, the company must increase consumer digital trust.

5. This study suggests that further research can be continued to find out the strength and influence of brand equity that can determine consumer purchasing decisions for Balmer watches to increase the sales volume of Balmer watches through digital pages or e-commerce. The weaknesses in this study are the lack of research coverage and relatively short time, for the same research in the future can be done using partial least square calculation techniques. Likewise, variables for further research need to be known related to discount prices, promotions, and sales time..

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