

The Impact of Promotion and Local Brand Image on Purchasing Decisions through Consumer Purchase Interest in Lapis Kukus Tugu Malang

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ABSTRACT: The aim of this research is to analyze the influence of promotions and local brand image on purchasing decisions through purchase interest as a mediating variable. This research uses a quantitative research approach. The location of this research is the Lapis Kukus Tugu Malang outlet, especially Batu District, Malang, East Java. The population in this study were Lapis Kukus Tugu Malang consumers, with a research sample of 112 respondents taken using a purposive sampling technique. The data analysis technique in this research uses descriptive analysis, path analysis and hypothesis testing. The results of this research show that promotion and local brand image have a direct influence on purchasing interest, promotion and local brand image influence purchasing decisions. Promotion has no effect on purchasing decisions through buying interest, local brand image influences purchasing decisions through buying interest. The conclusion of this research is that the right promotional strategy will increase buying interest and also purchasing decisions, while the existence of a local brand image on typical souvenirs in an area is able to attract buying interest which also has an impact on purchasing decisions. This research provides practical implications for business actors, especially in designing effective marketing strategies. Increasing promotions and strengthening local brand images can increase consumer interest and purchasing decisions. The research results also contribute to marketing management literature, especially in the context of local products.

KEYWORDS: Promotion, Local Brand Image, Purchase Interest, Purchase Decision

I. INTRODUCTION

The development of culinary in various tourist destinations is inseparable from the richness of cultural diversity and local food ingredients, followed by each region in Indonesia has its own culinary characteristics that are a special attraction for tourists, both domestic and foreign tourists. Various traditional foods such as rendang from West Sumatra, gudeg from the Special Region of Yogyakarta, and Semanggi from East Java, especially the city of Surabaya [1] not only traditional food but the food processing process also reflects a tourist location and has become a magnet for visiting tourists. Along with the development of culinary, there are also challenges faced by the culinary industry in tourist locations, namely how to maintain the authenticity of the taste but still adjust to global tastes, overall the development of culinary in tourist locations currently shows a great opportunity to integrate the tourist experience and local gastronomic wealth, so that culinary tourism is not only part of the trip but also gets an experience that gives a deep impression to tourists but still contributes to the local economy.

Culinary management in tourist locations needs to pay attention to several important things, including innovation in determining brand image and targeted promotion to increase consumer interest in buying products. Collaboration between culinary business actors with the government and local communities is also needed to ensure that culinary in tourist locations can develop sustainably and can provide significant economic benefits. Understanding Product Purchase Decisions Local food is considered very important for business actors by knowing the factors that influence the

Purchasing Decision aspect, so that business actors can design more effective strategies to attract consumers and increase sales. Support for local food products not only helps the regional economy, but also preserves cultural heritage and supports sustainability. Promotion is one of the key elements in the marketing strategy used by the Company to introduce, market and increase sales of products or services. Promotion also functions as a means of communication between the Company and consumers to provide information, attract interest, and influence consumer perceptions of the products offered [2] Promotions can influence purchasing decisions, this is in accordance with research conducted by [3] Which states that purchasing decisions are influenced by promotions, while research conducted by [4] which states that promotion does not influence consumers in purchasing decisions. One of the local products from Malang City that presents a local brand image identical to Malang City is Lapis Kukus Tugu Malang. The brand image of Lapis Kukus Tugu Malang is about how consumers see and assess this product, especially those related to quality, speciality, and attachment to Malang City.

Local Brand image of Lapis Kukus Tugu Malang is strong as a premium and typical souvenir from Malang City by supporting the success of the promotion strategy. Promotions that are carried out continuously and on target will strengthen this brand image in the minds of consumers, ensuring that the product remains relevant and desired by the market. Research conducted by [5] Mentioning that brand image does not affect the purchase decision of Lapis Kukus Tugu Malang. Unlike promotion, it is considered to be significantly able to increase the purchase decision of Lapis Kukus Tugu Malang. Unlike promotion, it is considered to be significantly able to increase the purchase decision of Lapis Kukus Tugu Malang, the inconsistency of previous research results in this study raises purchasing interest to mediate the influence of brand image and promotion on consumer purchasing decisions on Lapis Kukus Tugu Malang products that offer significant innovation. The emergence of several competitor products in the very competitive culinary market, Lapis Kukus Tugu Malang products must face a big challenge in attracting consumers who have many choices. This is what is faced by the managers of Lapis Kukus Tugu outlets in Malang, especially the five Lapis Kukus Tugu Malang outlets in Batu District, Malang, East Java, where the sale trend Overall, these outlets during the period 2022 to 2024 are shown in the following graph:

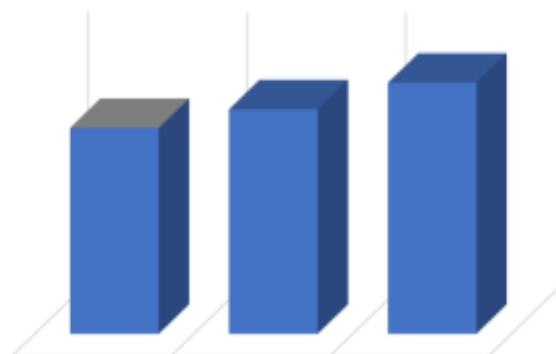


Image 1. Sales Trends in Lapis Kukus Tugu Malang 2022-2024

Source: Data processed by researchers (2025)

The sales graph in Figure 1 shows that there is a significant increase in sales from year to year, including during 2022 which reached a sales figure of 153,171 pcs, then in 2023 sales of 166,967 pcs and in 2024 of 186,785 pcs. The trend shows an increase every year, with an increase from 2022 to 2023 of 9.01%, and an increase from 2023 to 2024 of 11.85%. From the data above, it can be interpreted that there is an increase in the sales trend, which indicates good market acceptance, strong consumer loyalty, or an expansion of market reach. So, from the explanation above, the author formulates the problems in this study including; 1) How do promotions and local brand image influence consumer purchasing interest in Lapis Kukus Tugu Malang?, 2) How do promotions and local brand image influence consumer purchasing decisions in Lapis Kukus Tugu Malang?, 3) How does purchasing interest influence consumer purchasing decisions in Lapis Kukus Tugu Malang?, 4) How do promotions and local brand image influence purchasing decisions through consumer purchasing interest in Lapis Kukus Tugu Malang?

II. LITERATURE REVIEW

Buying decision

Purchasing Decision is an action or behavior of a customer whether to make a purchase or not. [6]), so that the number of customers in making decisions becomes one of the determinants of whether the company can achieve its goals or not. So customers are often faced with several choices to use a product or service. Another opinion says that purchasing decisions are a process where consumers recognize problems, seek information about certain products or brands and evaluate how well each of these alternatives can solve the problem, which then leads to a purchasing decision. [7]

Purchase Intention

Purchase intention is the willingness of consumers to purchase a particular product or service based on the needs, choices, attitudes towards the product and assessments that have been made by each individual. [8]. Purchase interest can also be interpreted as a feeling to buy by consumers that arises after consumers carry out pre-purchase activities. Pre-purchase activities can be in the form of consumers finding out what their needs are and products that can meet the needs of these consumers [9].

Promotion

Promotion is in principle a marketing communication, which includes a number of marketing activities aimed at disseminating information, persuading, influencing and reminding the target market and the Company's products so

that consumers can buy, accept and be loyal to the products offered by the Company [10]. Under certain conditions, promotional activities can also be commercial activities that can influence other parties, specifically making promotion a component of the company's marketing mix. [2]

Brand Image

Brand image is better known as brand image, which is a collection of beliefs about a particular brand that helps differentiate it from other brands. [11] This belief can be perceived based on brand attributes and will vary depending on personal experience, selective memory and encoding. For customers, perceiving a product is closely related to brand connections and brands that stick in consumer memory can also be said to be brand image[12]

Research Conceptual Framework

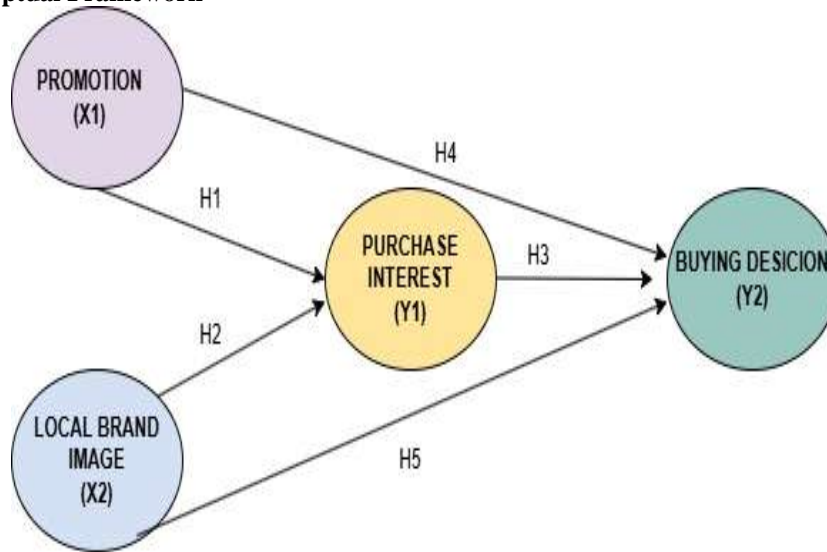


Figure 1: Research Conceptual Framework

Source: Various articles, processed (2025)

III. METHODOLOGY

This research focuses on the study of marketing management, especially those related to promotion, local brand image, purchasing interest, and purchasing decisions. This research is an explanatory research. [13]with the location of the research was conducted at five outlets of Lapis Kukus Tugu Malang in Batu District, Malang, East Java. The population in this study were consumers of Lapis Kukus Tugu Malang, while the research

sample because the population was unknown, the researcher used the opinion [14] which determines the number of representative samples depending on the number of indicators taken from 5 to 10, while a representative sample is a sample of 100 to 200. So, in this study the author formulated the number of samples; 5-10 x number of indicators (8 x 14 = 112). Data analysis techniques use descriptive statistical analysis, path analysis, classical assumption tests, and hypothesis testing.

Definisi Operasional Variabel

No	Variable	Operational Definition	Indicator
1	Promotion	Promotion is a form of marketing communication carried out by marketers which aims to introduce products and attract purchasing power	1. Advertising 2. Word of Mouth
2	Local Brand Image	Local Brand Image is an image or perception formed about a product brand that focuses on a particular local market or region	1. The advantages of brand association 2. The power of brand associations 3. Uniqueness of the brand association
3	Purchase Interest	Purchase intention is a consumer's planned behavior in the form of feelings to buy which will turn into action with actual purchases in the future	1. Desire to find information about products 2. Consider purchasing 3. Have the desire to try 4. Want to have a product 5. Have curiosity about the product
4	Buying decision	Purchasing decisions are a process that contains a person's attitudes and behavior whether to make a purchase or transaction or not	1. Steadiness in a product 2. Habits in buying products 3. Provide recommendations to others 4. Make purchases as needed.

Source: Various articles, processed (2025)

IV. RESULT AND DISCUSSION

A total of 112 respondents filled out the questionnaire of this study. The results of the

hypothesis analysis of each path obtained from the analysis results are as follows:

Tabel 1 : Demographic Profil:

Item	Optional	Frequency	Percentag
Gender	Male	33	29,5
	Female	79	70,5
Age	18-25 Years	17	15,2
	26-35 Years	23	20,5
	36-45 Years	37	33,0
	> 45 Years	35	31,3
Level of education	Elementary	1	9,0
	Junior high school	3	2,7
	Senior high school	36	32,1
	Diploma	10	8,9
	Bachelor	54	48,2
	Others	8	7,1
purchase frequency	1 time	9	8,0
	2-3 time	27	24,1
	> 3 time	76	67,9
Product Information	Outlets	63	56,25
	Relatives	19	16,96
	Friends	19	16,96

Regression Analysis Model 1

Model 1 Equation

$$Y1 = PY1X1 + PY1X2 + e$$

Table 1: Path Test Results of Regression Analysis Model I

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Promotion (X1)	0.768	0.111	0.487	6.912	0.000
Local Brand Image (X2)	0.742	0.116	0.449	6.369	0.000
Variabel Dependent	Purchase Interest				
R	0,879				
R-square (R ²)	0,773				
R ² Adjusted	0,769				
Probability	0,000				
Line Equation I	Y1 = PY1X1 + PY1X2 + e				
Result	Y1 = 0,487X1 + 0,449X2 + e				

Source: Primary Data, processed (2025)

In table 1, the regression model model I can be seen where the significant value of the Promotion variable (X1 = 0.000), Local Brand Image (X2 = 0.000) means that variables X1 and X2 have a significant effect because the sig value is smaller than 0.05, but the value of R2 or Rsquare contained in the Summary node table is 0.773 or 77.3% while the remaining 22.7% is the contribution of other variables not included in this study. Meanwhile, the value of e1 = $\sqrt{1-0.773} = \sqrt{0.227} = 0.476$. To find out whether the regression

model above has a joint or simultaneous effect, an F test is needed. The F test obtained the results of the regression output model I obtained the calculated F result of 185,682 with a significant value of 0.000, this means 0.000 < 0.05 this means that X1 and X2 simultaneously have an effect on Y1.

Regression Analysis Model II

Model 2 Equation

$$Y2 = PY2X1 + PY2X2 + PY2Y1 + e$$

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Promotion (X1)	0.351	0.115	0.282	3.059	0.003
Local Brand Image (X2)	0.466	0.117	0.357	3.967	0.000
Purchase Interest (Y1)	0.220	0.082	0.278	2.665	0.009
Variabel Dependent	Buying Decision				
R	0,856				
R-square (R ²)	0,732				
R ² Adjusted	0,725				
Probability	0,000				
Line Equation I	Y2 = PY2X1 + PY2X2 + PY2Y1 + e				
Result	Y2 = 0,282 + 0,357 + 0,278 + e				

Source: Primary Data, processed (2025)

Referring to the output of the regression results of model II, it can be seen that the significant value of the promotion variable (X1) = 0.003, local brand image (X3) 0.000, and purchase interest (Y1) = 0.009 is smaller than 0.05. This provides the conclusion that the promotion variables (X1), local brand image (X2), and purchase interest (Y1) have a significant effect on purchasing decisions. The value of R2 or Rsquare contained in the model summary table is 0.732, this shows that the contribution or contribution of the influence of X1, X2 and Y1 to the Y2 variable is

73.2% while the remaining 26.8% is the contribution of other variables not included in this study. Meanwhile $e1 = \sqrt{(1-0.732)} = \sqrt{(0.268)} = 0.517$

To find out whether the above regression model II has a joint or simultaneous influence, an F test is needed. The F test obtained the output results of the regression model II obtained the calculated F result of 98.555 with a significant value of 0.000, this means that $0.000 < 0.05$, this means that X1, X2 and Y1 together have a significant effect on Y.

Hypothesis Testing

Table 3: Calculation of direct, indirect and total effects

Variabel	Direct effect	Sig.	Indirect Effect	Total Effect	Keterangan
Promotion → Purchase Interest	0.487	0,000			Significant
Local Brand Image → Purchase Interest	0.449	0,000			Significant
Promotion → Buying Decision	0.282	0,003			Significant
Local Brand Image → Buying Decision	0.357	0,000			Significant
Purchase Interest → Buying Decision	0.278	0,009			Significant
Promotion → Purchase Interest → Buying Decision			$0,487 \times 0,278 = 0,135$	$0,282 + 0,135 = 0,417$	No Significant
Local Brand Image → Purchase Interest → Buying Decision			$0,449 \times 0,278 = 0,124$	$0,357 + 0,124 = 0,481$	Significant

Source: Primary Data, processed (2025)

Based on the test results in table 3, it is known that the promotion coefficient, local brand image on purchase interest obtained significant results. The promotion coefficient and local brand image on Purchase Decision obtained significant results. Likewise, the promotion coefficient and local brand image on Purchase Decision through purchase interest also obtained significant results.

1. The Influence of Promotion on Consumer Purchase Interest of Lapis Kukus Tugu Malang

From the test using the SPSS program, the results of the first model regression (I) show the influence between promotion and purchase interest, variable X1 (promotion) obtained a calculated t value = 6.912 with a significance level of 0.000, meaning that by using an alpha (significant limit) of 5% (0.05), it can be interpreted that the first hypothesis which states that there is an influence

between promotion and purchase interest can be accepted or tested statistically. The results of this study are in line with research conducted by [15] which states that in buying interest there are many factors that influence including service quality and promotion, promotion can influence a person's buying interest, as well as service quality. If the quality of service provided is good, and is equipped with promotions that have been carried out, it will increase a person's buying interest. Other research was presented by [16] that marketing and promotion strategies are interrelated activities to increase consumer buying interest, which means that if the marketing strategy is right, then promotion will help increase consumer buying interest. The results of the above study are not in line with the results of the study conducted by [17] which shows that promotion does not have a significant effect on tourists' interest in visiting the religious tourism of Sunan Giri's tomb in Gresik, but word of mouth has

a significant effect on interest in visiting the religious tourism of Sunan Giri's tomb in Gresik.

2. The Influence of Local Brand Image on Consumer Purchase Interest of Lapis Kukus Tugu Malang

From the test using the SPSS program, the results of the first model regression (I) show the influence between local brand image on purchasing interest, variable X2 (local brand image) obtained a t-value of 6.369 with a significance level of 0.000, meaning that by using an alpha (significant limit) of 5% (0.05), it can be interpreted that the influence between local brand image on purchasing interest can be accepted or tested statistically. The results of this study are in line with the results of research conducted by [18] who in his research said that brand image has an influence on consumer buying interest in skincare products, which means that brand image has its own appeal to increase consumer buying interest in a product. Research conducted by [19] shows that not only brand image can be achieved, but also a brand ambassador is needed to further increase consumer purchasing interest.

3. The Influence of Promotion on Consumer Purchasing Decisions for Lapis Kukus Tugu Malang

From the test using the SPSS program, the results of the second model regression (II) show the influence between promotion and purchasing decisions, variable X1 (promotion) obtained a calculated t value = 3.059 with a significance level of 0.003, meaning that by using an alpha (significant limit) of 5% (0.05) it can be interpreted that there is an influence between promotion and purchasing decisions or it has been statistically tested. The results of this study are not in line with the results of research conducted [20] which says that promotion does not have a significant effect on purchasing decisions, but product quality has a significant effect on purchasing decisions, or it can be concluded that not everyone makes a decision to buy because of the promotion they see, but product quality is also taken into account.

4. The Influence of Local Brand Image on Consumer Purchasing Decisions Lapis Kukus Tugu Malang

From the test using the SPSS program, the results of the second model regression (II) show the influence between local brand image on purchasing decisions, variable X2 (local brand image) obtained a t-value of 3.967 with a significance level of 0.000, meaning that by using an alpha (significant

limit) of 5% (0.05), it can be interpreted that the influence of local brand image on purchasing decisions can be accepted and tested statistically. The results of this study are in line with the results of research conducted by other research conducted by [21] that brand image is able to mediate between social media marketing and product quality towards purchasing decisions, which means that brand image also mediates the purchasing decision. that brand image is able to mediate between social media marketing and product quality towards purchasing decisions, which means that brand image also mediates the purchasing decision.

5. The Influence of Purchase Interest on Consumer Purchase Decisions for Lapis Kukus Tugu Malang

From the test using the SPSS program, the results of the second model regression (II) show the influence of purchase interest on purchasing decisions, variable Y1 (purchase interest) obtained a calculated t value = 2.665 with a significance level of 0.009, meaning that by using an alpha (significant limit) of 5% (0.05), it can be interpreted that the influence of purchase interest on purchasing decisions can be accepted and tested statistically. The results of this study are in line with the results of research conducted by [22] which says that purchasing interest influences purchasing decisions, or in other words, the higher the purchasing interest, the higher the purchasing decisions made by consumers. [9] that purchasing interest has an influence on purchasing decisions, this is due to the role of purchasing interest in making purchasing decisions which is also large.

6. The Influence Of Promotions On Purchasing Decisions Through Consumer Purchasing Interest In Lapis Kukus Tugu Malang

Purchase interest as a moderating variable between promotional variables and purchasing decisions has a direct influence value that is greater than the indirect influence value ($0.282 > 0.135$) of promotional variables on consumer purchasing decisions. In conclusion, the better the promotions carried out, the greater the impact on buying interest which has an impact on consumer purchasing decisions at Lapis Kukus Tugu Malang. The results of this research are not in line with the results of research conducted by [23] In this research it is said that promotions do not have a direct effect on purchasing decisions, but purchase interest can mediate between promotions and buying decision. Other opinions in convey by [24] who said that promotions on social media

influence purchasing interest which also influences purchasing decisions.

7. The influence of Local Brand Image on purchasing decisions through consumer purchasing interest Local Brand Lapis Kukus Tugu Malang

Purchase interest as a moderating variable between local brand image and purchasing decisions can be seen from the magnitude of the direct effect and indirect influence with a value of $(0.357 > 0.124)$ that exists from local brand image to purchasing interest on consumer purchasing decisions. So it can be concluded that this research is in line with research conducted by [25] which says that brand image influences purchasing decisions through purchasing interest, this shows that Sariayu's brand image can influence purchasing decisions, with purchasing interest as mediation. The results of other research were presented by [26] Brand image in this research uses city image or can be said to be city branding, which influences the decision to visit.

V. CONCLUSION

From the results of the analysis and discussion, it was obtained that the promotion results show that local brand image influences purchasing interest. Promotion and local brand image influence purchasing decisions. However, promotions do not influence purchasing decisions through the purchasing interest of Lapis Kukus Tugu Malang consumers, while local brand image influences purchasing decisions through purchasing interest of Lapis Kukus Tugu Malang consumers.

In this research, it was found that promotions had an influence on purchasing decisions for Tugu Malang Steamed Lapis, however, when there was buying interest as mediation, the results showed that promotions had no effect on purchasing decisions through buying interest. This means that the promotion carried out by Lapis Steamed Tugu Malang is good but cannot always increase consumer buying interest which ultimately also increases consumer purchasing decisions. Consumer buying interest is not only increased by promotions but can be increased by electronic word of mouth factors [27], and dimensions of store atmosphere [28], Not only buying interest, there are also several things that can increase purchasing decisions, namely the quality of information obtained by consumers [6]. Meanwhile, local brand image has an influence on purchasing decisions, either by using purchasing interest as mediation, the results directly influence purchasing decisions or it can be interpreted that

without purchasing interest, consumers already have high interest, this is because Lapis Kukus Tugu Malang has purchasing power in the form of product quality and affordable prices.

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