



RESEARCH ARTICLE

The Influence of Product Quality, Sales Promotion, 'and Price 'on 'Purchase Intention: A Case Study of Indihome Users in Palembang After FMC (Fixed Mobile Convergence)

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ARTICLE INFO	ABSTRACT
Received: Nov 16, 2024	<p>The growth of telecommunications in Indonesia has brought significant benefits to the country's population. Indonesia's telecommunications industry ranks among the fastest-growing in Asia. This research aims to examine customer feedback from users of telecommunication services following the fixed mobile convergence transformation implemented by Telkom and Telkomsel. A quantitative approach was used, with a survey of 320 respondents selected through non-probability purposive sampling. These participants are individual users of Telkomsel services from GraPARI in Palembang City. Data analysis was conducted using Structural Equation Model (SEM) with the Partial Least Squares (PLS) technique to assess the model and hypotheses. The findings indicated that product quality, sales promotion, and price were all rated highly. Additionally, these factors significantly influenced buying interest in a positive direction, with a 50.1% impact. This suggests that as product quality improves, buying interest increases; similarly, better sales promotions and more competitive pricing contribute to higher buying interest in Indihome Telkomsel One services.</p>
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INTRODUCTION

In the rapid evolution of information and communication technology today, technology is deeply interconnected with and impacts all aspects of human life, transcending both time and space. This influence spans various age groups, from children to adults. Initially, communication relied on traditional media like newspapers, television, and radio. However, with the swift transformation of media, communication has evolved from the home telephone network, beginning with wired connections, to the current advancements in telecommunications, now entering the era of fiber optics. As telecommunications continue to advance in Indonesia, they increasingly meet the growing demands of the modern era, fulfilling the daily needs of the population. According to data from Kompas.Id (2023), Indonesia's telecommunications industry is one of the fastest-growing in Asia, contributing IDR 748.75 trillion to the nation's gross domestic product (GDP). The expanding internet penetration is driving telecommunications companies, including Telkomsel, to offer higher quality internet products and implement strategies aimed at boosting customer purchasing power. Telkomsel, a subsidiary of Telkom, has focused on individual and corporate consumers in the telecommunications sector up until 2023, primarily handling cellular services. In May 2023, Telkom secured approval from independent shareholders to spin off its IndiHome business, which was separated from Telkomsel. This move is part of the company's Fixed Mobile Convergence (FMC) strategy, under its broader "Five Bold Moves" plan, aimed at enhancing digital inclusion by improving

the reliability and accessibility of connectivity for the public. The synergy between Telkom and Telkomsel, a leader in the broadband market, is expected to make digital services more accessible to consumers. The separation of IndiHome into Telkomsel is seen as a new growth avenue, strengthening the company's future performance.

The official transfer of IndiHome's operations to Telkomsel, which began on July 1, 2023, has strengthened IndiHome as an integrated internet provider, enhancing its market reputation. The improvements in quality are anticipated to boost customer satisfaction and, consequently, increase customer interest in purchasing IndiHome services. Based on a review of existing literature and the research question, "How do product quality, sales promotions, and price positively influence customer purchase interest in Indihome Palembang users after FMC?", this study aims to empirically examine the impact of these factors. The findings of this research are expected to contribute to the marketing field, especially in understanding the variables influencing customer buying behavior, particularly in products resulting from the integration of fixed and mobile services. The insights gained can also serve as a reference for future studies.

LITERATURE REVIEW:

Marketing

According to the American Marketing Association (2023), marketing refers to the activities, organizations, and processes involved in creating, communicating, delivering, and exchanging goods that are valuable to consumers, clients, society, and stakeholders.

Theory of Planned Behavior

According to Ajzen at Indrawati et al. (2017) the theory of planned behavior (TPB) suggests that human actions are influenced by three key factors: beliefs regarding the potential outcomes and experiences related to the behavior (behavioral beliefs), beliefs about the expectations and actions of important others (normative beliefs), and beliefs about the presence of elements that could either support or hinder the behavior (control beliefs). Generally speaking, the theory explains the relationship between consumers' beliefs, attitudes, intentions, and behaviors is widely used in social sciences. Theory of Planned Behavior explains that an individual's behavior is shaped by the intention to act, which is influenced by several factors, including attitude, subjective norms, and perceived behavioral control. Behavioral beliefs, when considered together, lead to a positive or negative attitude toward the behavior; normative beliefs create a sense of social pressure or a subjective norm; and control beliefs lead to perceived behavioral control or self-efficacy. The influence of attitude and subjective norm on intention is influenced by the perception of behavioral control.

Purchase Intention

Purchase intention is a consumer behavior where individuals evaluate reasons and factors before making the decision to purchase a product (Utami et al., 2020). Purchase intention is a state of mind that shows a consumer's plan to buy a certain brand within a certain time period (Komalasari et al., 2021). Purchase intention explains that consumer buying interest refers to the focus and attention consumers give to a product, accompanied by positive emotions. This focus, in turn leads to the development of a desire and a belief that the product holds value and benefits, ultimately prompting consumers to want to purchase it by exchanging money.

Quality Product

Product quality is a key factor that affects consumer purchase interest. The reliability of products also plays an important role in e-commerce transactions. Product features reflect a product's ability to perform its intended functions. Customers consider these factors important, which directly

influence their interest in purchasing. Product quality can be defined as the overall evaluation made by customers regarding the performance quality of a product or service (Lee, W.-I., Cheng, S.-Y., & Shih, Y.-T. (2017). According to (Kharisma, Arifin and Wilopo 2014) marketing plays a crucial role in formulating business strategies. By implementing the right marketing approach, a business can achieve its objectives, including enhancing product quality. Product quality is an important aspect in marketing strategy, with the current conditions quality products certainly have superior value when compared to other products. Mullins (2017) identifies several dimensions that influence product quality, including :

1. Performance refers to the primary operational features of the core product.
2. Reliability pertains to the likelihood of the product experiencing damage or failure during use.
3. Conformity to specifications (conformance) indicates how well the design and operational features align with predefined standards.
4. Durability relates to the product's ability to remain functional over time.
5. Perceived quality refers to the attributes associated with the product's perceived overall quality.

Sales Promotion

According to (Bhandari, 2014) sales promotion is considered a marketing tool used to attract the attention and consideration of customers. Marketers use a wide range of sales promotion tools to promote their products. Some common tools include Price Packs, Rebates, and Point of Sale Displays (Gedenk et al., 1999). Research by Qazi, T. F., Muzaffar, S., Khan, A. A., & Basit, A. (2021) found that promotional tools are positively associated with consumer buying interest, with price discounts showing the strongest correlation. Similarly, the study by Gu, Yi Chen (2019) revealed that sales promotions have a significant and positive impact on consumer attitudes toward products.

Price

Price is the monetary amount set for a product or service, or the value that consumers are willing to exchange in return for the benefits of owning or using the product or service Price is a normative or expected price, refers to the price derived from memory and the need to comprehend issues that arise excessively. (Ben Lowe Fanny Chan Fong Yee Pamela Yeow, (2014).

METHODS

Data Collection and Analysis Technique

This study employs a descriptive causal approach with a quantitative methodology, aligned with the research objective. The strategy used in this research is a survey approach, meaning that data were collected through a questionnaire to obtain quantitative information from the participants.

In this study, the measurement scale employed is a Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The research adopts a non-probability sampling method, specifically purposive sampling, due to the targeted and specific characteristics of the respondents, ensuring that the sample more accurately reflects relevant information for the study. To calculate the sample size, the author applies Slovin's formula, using a significance level of 5% ($e = 0.05$ for a one-tailed test).

According to Indrawati (2015) purposive sampling is a technique where specific members of the population are chosen to serve as a sample, as these individuals are believed to best represent or provide the necessary information to address the research question. This study adapts the theoretical framework and adjusts several variable indicators. The goal is to advance theory and analyse the constructs, specifically examining the impact of product quality, sales promotions, and price, using a modified model of purchase intention. Questionnaires are distributed to specific respondents or

samples meeting certain criteria to gather data. The surveys were distributed via Google Forms to Indihome customers at Grapari Palembang, allowing for quicker targeting of participants. To calculate the minimum sample size, Slovin's formula was used, selecting the increase in the number of post-FMC customers as the population, resulting in a minimum sample size of 316 responses. To enhance the participant count and improve the ability to generalize the findings, a final sample of 320 participants was selected using convenience sampling. The data collected was analyzed using SmartPLS 3.0 to evaluate the psychometric properties of the products. Confirmatory factor analysis was considered appropriate, along with assessing internal consistency reliability through Cronbach's alpha and composite reliability ratio. Convergent and discriminant validity were evaluated using factor loadings, average variance extracted (AVE), and the heterotrait-monotrait ratio of correlations (HTMT). SmartPLS 3.0 was chosen for the analysis as it supports Partial Least Squares Structural Equation Modeling (PLS-SEM). This method is particularly suitable for studies like the current one, which aims to develop theory rather than test it (Hair et al., 2021). This study presents a demographic profile with two genders: 45.6% male and 54.4% female, showing a relatively even distribution of respondents. The sample is also diverse in terms of age, with the largest group consisting of 110 repeat respondents (34.4%) aged 16 to 25 years. Additionally, 25.9% of respondents were aged between 26 and 35 years, 19.4% were in the 36 to 45 age range, and 20.3% were aged 46 to 55 years. Therefore, the majority of the sample consisted of young individuals aged 16 to 25, with 35.3% of the respondents were students.

RESULT AND DISCUSSION

In this study, SmartPLS was utilized to perform two types of model testing: the measurement model (outer model) and the structural model (inner model). The process begins with evaluating the measurement model, which aims to assess validity and reliability. This model connects reflective indicators to latent variables using three measurement approaches. After conducting confirmatory factor analysis, all indicators were found to be valid and reliable. Following this, the structural model was tested, which involves assessing the percentage of variance (R^2) in endogenous latent variables influenced by exogenous latent variables. This testing also includes analyzing the t-values from the bootstrap procedure to determine the significance of the effects.

Measurement 'Model ' (Outer 'Model) 'Testing

The validity test is a tool used to assess how effective a measuring instrument is in obtaining accurate data (Indrawati, 2015) This test determines whether the questionnaire used in the study is suitable and capable of providing reliable data. There are two approaches to validity testing: Convergent Validity and Discriminant Validity.

Convergent Validity

This validity indicator is represented by the factor loading value; if the factor loading exceeds 0.7, the item being measured is considered valid (Indrawati, 2020; Nawaz et al., 2024).

Table 1. Convergent Validity Test

Variables	Dimensions	Item Code	Item	Factor loading
Product Quality (Putri, A.P., Wongkar, A., Michael, M., &	Performance	QP1	I think that Indihome products have high speeds compared to other providers	0.846
		QP2	Indihome products provides full fiber technology which has a high level of reliability	0.749

Variables	Dimensions	Item Code	Item	Factor loading	
Balliansa, M.R. 2020)	Reliability	QP3	I am someone who uses Indihome products that are durable and not easily damaged	0.767	
		QP4	I really enjoy Indihome's fast network regardless of weather conditions	0.752	
	Conformance	QP5	I am agree that the Indihome products offered is easy to install	0.838	
		QP6	Indihome products comply with the advertising specifications offered	0.824	
		QP7	I am agree that Indihome products offered is according to customer expectations	0.823	
		QP8	I am agree that Indihome products is easy repaired in case of damage	0.869	
	Durability	QP9	I find that Indihome products offered is always trusted by customers all the time	0.779	
		QP10	Indihome products offered could be used for a longer period of time compared to competitor's products	0.775	
	Perceived Quality	QP11	I believe that the products offered by Indihome are of excellent quality	0.771	
		QP12	I agree that the products offered meet standard specifications and align with the preferences of the public	0.780	
	Sales Promotion (Beimnet Adela, 2017)	Prices Packs	PO1	I like Indihome promotions held by the products with affordable packages	0.811
			PO2	The Indihome's promotion presented quite caught my attention	0.805
PO3			Launching program (Prices Packes Program) impact my purchase intention and interesting me to use Indihome	0.816	
Rebates		PO4	I think promotion with rebates influence my purchase intention	0.740	
		PO5	I often compare Indihome promotions with other providers presented on various platforms	0.804	
		PO6	The rebates promotions offered by Indihome are quite numerous and varied, so they attracted my attention	0.819	
Point of sale display		PO7	Displays and promotional offers informed in GraPARI attract me	0.763	
		PO8	Standee at the front of the GraPARI displaying the promotion affects what I use in Indihome products	0.743	

Variables	Dimensions	Item Code	Item	Factor loading
		PO9	Attractive and clear point of display influences my amount of deposit and use Indihome products	0.772
Price (Buyukdag, N., Soysal, A. N., & Kitapci, O., 2020)	Price affordability	PR1	If I were going to buy Indihome products, the probability of buying discounted products is high	0.806
		PR2	I am agree in general, the discounted price of Indihome product is well-priced	0.772
	Price affordability of product quality	PR3	I think compared with similar products prices, the discounted price is a good deal	0.775
		PR4	The prices of Indihome products are in accordance with the quality of the products	0.781
	Affordability of benefits	PR5	The discounted price of Indihome products is attractive	0.787
		PR6	The price of Indihome products is in accordance with the benefits require	0.765
	Price affordability of competitiveness	PR7	Indihome installation prices are appropriate compared to products from other providers	0.758
		PR8	I feel that the price of Indihome products is cheaper than products from other providers	0.801
Purchase Intention (Mohammad Reza Jalilvand, Neda Samiei, 2012), (Ismagilova et al., 2017)	Transactional Interest	PI1	It is very likely that I will use Indihome Telkomsel One product	0.789
		PI2	I would use Indihome Telkomsel One product rather than any other providers available	0.813
	Explorative Interest	PI3	I am looking for information regarding other uses of Indihome Telkomsel One after using it	0.790
	Referential Interest	PI4	I am willing to recommend others to use Indihome Telkomsel One Product	0.769
	Interests Preferences	PI5	I intend to purchase this product/brand in the future	0.754
		PI6	I will use Indihome Telkomsel One product	0.760

Source: Data processing results, 2024

The table above shows the loading factor values for each manifest variable. All the indicator loading factor values for the latent indicating that the indicators are valid. Moreover, most of the values are above 0.70, suggesting a strong and significant correlation.

Reliability and Validity Test

Reliability indicates the extent to which the indicator variable increases as the latent variable increases. Cronbach's Alpha (CA) is a common measure for assessing reliability, while Composite

Reliability (CR) is another option. Values of CA and CR greater than or equal to 0.7 are considered reliable. The variance extracted of the average value must be higher than 0.5 to show that the items of a variable possess adequate convergent validity (Indrawati, 2017; Indrawati, 2020; Indrawati et al., 2023; Nawaz et al., 2024). Based on the table 2, it can be seen that all variables in this study have a score greater than 0.70 so that they are reliable. Then each item in the validity and reliability test can be used as an outer testing model to determine each indicator has a good consistency and trust value and have an Average Variance Extracted (AVE) value exceeding the minimum threshold of 0.50. This indicates that all variables are valid in representing their respective latent variables, confirming that the variables meet the required AVE criteria.

Table 2. Latent Variable reliability and validity

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Quality Product X1	0.923	0.937	0.638
Sales Promotion X2	0.904	0.926	0.619
Price X3	0.851	0.900	0.609
Purchase Intention Y	0.865	0.908	0.607

Source: Data processing results, 2024

Discriminant Validity

For a noticeable distinction between the two variables, the HTMT ratio of the related variable should be below 0.85. (Indrawati, Ramantoko, Tri Widarmanti, Aziz, Khan 2022). According to the table 3 it can be seen that the HTMT value is below 0.85, so it can be stated that all constructs pass the HTMT test also discriminant validity is determined by calculating the square root of the Average Variance Extracted (AVE) according to the Fornell and Larcker criterion. Thus, the square root of the AVE is used to assess this validity it shows on the table 4.

Table 3. HTMT Test Results

	X1	X2	X3	Y
Product Quality X1				
Sales Promotion X2	0.647			
Price X3	0.536	0.629		
Purchase Intention Y	0.612	0.674	0.687	

Source: Data processing results, 2024

Table 4. Fornell-Lacker Criterion

	X1	X2	X3	Y
Product Quality X1	0.799			
Sales Promotion X2	0.606	0.787		
Price X3	0.496	0.575	0.781	
Purchase Intention Y	0.557	0.606	0.613	0.779

Source: Data processing results, 2024

The results shown in the table above reveal that the loading values for each indicator item on its corresponding construct are greater than the cross-loading values. This indicates that all constructs or latent variables exhibit strong discriminant validity, with the construct indicator block performing better than the other indicator blocks.

Structural Model

The purpose of this structural modeling is to evaluate the influence of one latent variable on others. The analysis is carried out by examining the path values to assess whether the effect is significant, which is determined using the t-value of the path (the t-value is derived through bootstrapping). Below is a presentation of the bootstrapping results from this study :

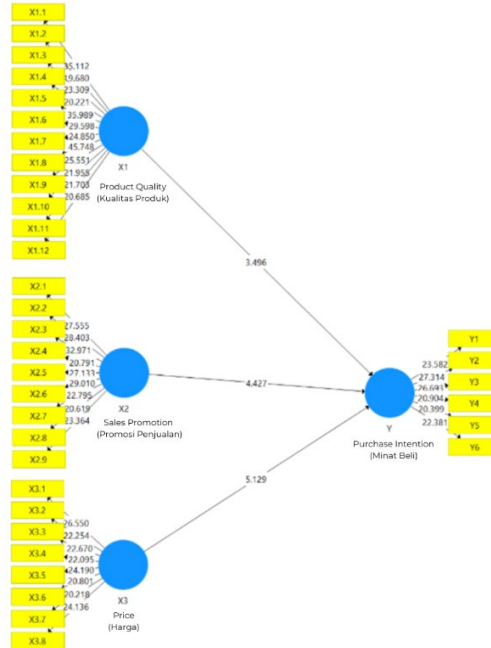


Figure 1. Boothstrapping

Source: Data processing results, 2024

'R 'square 'test

The 'impact 'of 'the 'dependent 'variable 'can 'be 'represented 'by 'the 'R-'square 'value. 'Below 'is 'the 'calculation 'of 'the 'R-'square 'value.

"Table '5. 'Results 'of ' 'R ' 'Squares

	'R 'Square
Purchase Intention	0,501

Source: Data processing results, 2024

The 'coefficient 'of 'determination ' (R-'square) 'value 'in 'the 'table 'above 'shows 'that 'the 'R square for 'the 'Purchase 'Interest 'variable 'is '0.501. 'This 'means 'that '50.1% 'of 'the 'variation 'in 'Purchase 'Interest 'can 'be 'explained 'by 'the 'variables 'of 'Product 'Quality, 'Sales 'Promotion, 'and 'Price. 'While 'the 'remaining '49.9% 'can 'be 'explained 'by 'other 'variables 'not 'examined.

Path Coefficient

The results of testing Path Coefficients on each variable are shown in the table below:

Table 6. Path Coefficient

Influence	Path Coefficient
Product Quality -> Purchase Intention	0.219
Sales Promotion -> Purchase Intention	0.274
Price -> Purchase Intention	0.347

Source: Data processing results, 2024

Based on the table above, it can be seen that the smallest path value is the influence between product quality on purchase intention of 0.219. While the largest path value is the influence between price and purchase intention of 0.347.

F2 Effect Size Test

The F2 effect size value if ≥ 0.02 indicates a small effect size, ≥ 0.15 indicates a medium effect size, and ≥ 0.35 indicates a large effect size. as follows:

Table 7. F2 Effect Size Test

Influence	Effect Size Value	Description
Product Quality → Purchase Intention	0.058	Small
Sales Promotion → Purchase Intention	0.080	Small
Price → Purchase Intention	0.153	Small

Source: Data processing results, 2024

Based on the table above, it can be seen that the price variable has the greatest influence on buying interest by having an effect size value of 0.153.

Goodness of Fit Evaluation

To validate the overall model, Goodness of Fit (GoF) is used. The following are the results of the Goodness of Fit evaluation in this study:

Table 8. Goodness of Fit (GoF)

	Saturated Model	Estimated Model
SRMR	0.047	0.047
NFI	0.835	0.835

Source: Processed data, 2024

Based on the results in Table 4.12, the SRMR value of the model used in this study can be said to be good because the SRMR value is less than 0.10, so the model is suitable for use in this study. Then the results of the NFI of the model used are close to 1, which means it has a fairly good fit (Indrawati, 2015).

CONCLUSION

The research results on the variables of product quality, sales promotion, and price have empirically demonstrated that these factors are crucial in boosting buying interest in the Indihome Telkomsel One product. As a result, both practical and theoretical implications should focus on these three variables. The findings of this study reveal that, overall, the most significant factor in increasing buying interest in Indihome Telkomsel One products is enhancing the price aspect. This is evident from the causal relationship between price and purchase intention, with a coefficient of 0.347 and a t-statistics value of 5.129. The next strongest effect is from sales promotion, with a coefficient of 0.274 and a t-statistics value of 4.427, followed by product quality, which has a coefficient of 0.219 and a t-statistics value of 3.496.

SUGGESTIONS AND MANAGERIAL IMPLICATION

To improve the Indihome Telkomsel One service, Telkomsel should focus on several key areas. First, enhancing the product's operational quality, particularly by providing a stable internet connection through advanced network technology, fiber optics, and high-quality devices, is essential. Second, offering more diverse pricing options, such as bundling fixed and mobile packages with

entertainment and longer service periods, can attract consumers. Lastly, setting affordable prices and offering discounts. By focusing on product quality, pricing, and promotions, Telkomsel can ensure customer satisfaction and increase purchase intention in Indihome Telkomsel One products.

LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

This study finds that product quality, sales promotion, and price for 50.1% of the influence on purchase intention. However, further research should explore additional factors. Future studies could incorporate consumer loyalty and purchase decision as independent variables to gain deeper insights into post-convergence sales of Indihome Telkomsel One. Additionally, a multidimensional model combining customer satisfaction, service quality, and marketing communication could further enhance purchase intention. A mixed-methods approach, combining qualitative and quantitative methods, may also uncover insights beyond those obtained from surveys alone.

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