

**THE INFLUENCE OF BRAND, SALES PROMOTION AND LOCATION ON
INTEREST IN BUYING COFFEE AT KOPI KENANGAN (CASE STUDY ON
UNPRI STUDENTS CLASS OF 2021)**

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ABSTRACT

Kopi Kenangan has developed into the fastest growing food and beverage retailer in Indonesia. Quantitative as the method used and in this study, convenience sampling technique was used to collect 97 respondents. Data collection methods, including questionnaires, interviews, and documentation and multiple linear regression analysis as data analysis. The results of the hypothesis calculation illustrate Brand, sales promotion has an effect on buying interest both partially and simultaneously

Keywords: Brand, Sales Promotion, Location, Purchase Intention

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INTRODUCTION

Coffee products that are experiencing rapid progress in Indonesia and the largest coffee producer in the world. Total coffee production is 6.7% used for production, then used to meet domestic needs. No matter whether people know or not, trade, production, and coffee production.

Kopi Kenangan has grown into the fastest growing food and beverage retail in Indonesia. With this growth, the company continues to develop other flagship products every year, such as Chigo, Kenangan Heritage, Kenangan Manis, and Cerita Roti. Recently, the company launched its latest ready-to-drink product, Kopi Kenangan hanya Untukmu, which is now under the Kenangan Brands group. In 2023, Coffee Memories officially announced its C-Series financing and its status as the first New Retail Food and Beverage Unicorn in Southeast Asia.

How often customers buy a particular product or service or switch from one brand to another is called repurchase intention. If customers believe that the benefits are worth the sacrifice, the urge to repurchase will be stronger. Every business must provide something unique to attract customers to differentiate itself from its competitors amidst the increasing competition. Consumers are experiencing a decline in purchasing interest for Kopi Kenangan. The following figure shows the percentage of coffee shops.

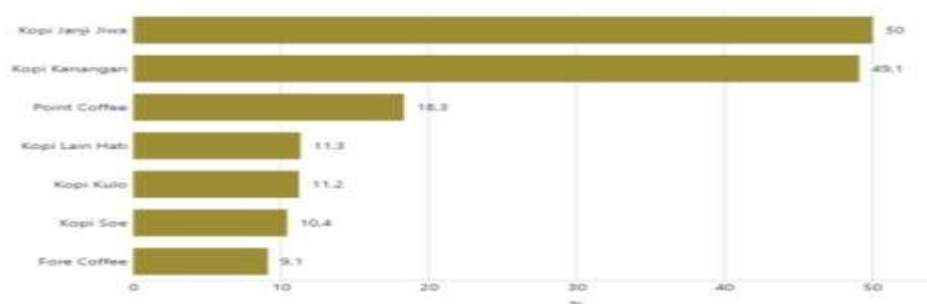


Figure 1. Favorite Local Coffee Shops in 2023

In 2022, Kedai Kopi Kenangan ranked second in the favorite local coffee shop category, with a percentage of 49.1%, just below Kopi Janji Jiwa, with a percentage of 50%. This shows the tight competition between the two brands. Kedai Kopi Kenangan's market share that still remains can be seen in the table above.

The high competition of coffee shops in Medan, each company must invest more effort to gain significant profits from customers who buy their goods. Brand image can do many things,

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one of which is how consumers think and perceive a brand. In addition, it is stated that a brand is the overall picture that consumers have of the brand.

This perception is illustrated by comparing the company's promise that its customers will receive if they buy its products with the reality that the company has fulfilled its promise. In other words, if a brand provides a good experience to its customers but its promise is not fulfilled, then the brand's reputation will be bad. Conversely, if the brand can provide an experience that is comparable to what it promises, then the brand's reputation will be built. In this study, Ahmad (2019) sales promotions affect purchase interest, but Supriyadi and Hadiah (2023) found different findings that sales promotions do not affect purchase interest.

From the highest brand index for the food and beverage category with the coffee shop subcategory, the Kopi Kenangan brand is still low.

Table 1. Top Brand Index of Coffee Shops

<i>Nama Brand</i>	2020	2021	2022	2023	Juni 2024
Fore	5.10%	6.40%	6.50%	7.50%	6.90%
Janji Jiwa	29.80%	39.50%	38.30%	39.50%	44.80%
Kopi Kenangan	0%	0%	42.60%	0%	39.00%
Kulo	13.60%	12.40%	10.20%	6.30%	5.40%

Sumber: Top Brand Award, 2024

Table 1. shows that Memori coffee did not get the highest brand index in 2020, 2021, and 2023. However, in 2022, there was an increase of 42.60%, which continued until June 2024. Memori coffee is considered cheap coffee because the term "cheap" has a negative connotation. When coffee is called cheap, many thoughts will come to people's minds, such as poor quality, bad taste, and coffee that is not very well-known in the community.

Kopi Kenangan uses a promotional strategy through social media, websites, and applications. This differentiates Kopi Kenangan from its competitors because it offers its customers an application. The application allows you to buy goods, pay, and find the nearest coffee shop. The Kopi Kenangan application provides information about promotions such as Buy 1 Get 1 and Free Up Size. In addition, consumers can find discounts for purchases via GoFood and Shopee Food, as well as cashback for purchases via Gopay and Shopee Pay.

Kopi Kenangan's promotional strategy to encourage customers to buy products. Not all types of coffee are used as a savings purchase package for customers, and the problem of sales promotions at the Memori coffee shop has decreased. This certainly reduces the customer's desire

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to buy something. According to Nangaro et al. (2019), sales promotions affect purchasing interest, but Yoebrilanti (2018) found different findings that sales promotions do not affect purchasing interest.

Location strategy plays a vital role that affects profit and costs and affects the convenience of obtaining products. According to Adi and Soebiantoro (2024), location affects purchasing interest. However, Tania et al. (2022) found different evidence that location does not affect purchasing interest.

The location of Kopi Memori is still not strategic; it is located in the SBPU on Jalan Gaperta dNo 285. Undoubtedly, this problem reduces the desire of customers to buy food through go-food or grab because the price is higher than buying directly. In a fairly congested gas station there is also Kopi Kenangan.

LITERATURE REVIEW

Brand

Brand is the name of a product that provides benefits in making it easier for consumers to remember (Buchory, 2022). Surachman (2022), brand indicators are attributes, benefits, values, and culture.

Sales Promotion

Sales promotion is an activity that encourages sales transactions. According to Kotler (2022), the measurements in sales promotion include coupons (vouchers), discounts, and bonus packs. According to Batubara, et al. (2022) promotion is an activity to introduce products/services so that they are known to potential consumers.

Location

According to Tjiptono (2023), location is a location where various business activities are carried out. According to Tjiptono (2023), to measure location is access, visibility, traffic, and place.

Purchase Interest

Purchase interest is an interest in a product before making a purchase (Julianti, 2024). Abzari et al. (2021), to measure purchase interest is transactional, referential, preferential, and exploratory. The decision to be interested in a product will cause consumers to decide to buy the

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product/service. The decision to be interested in a product will cause consumers to decide to buy the product/service (Hulu, dkk.2023).

Brand Relationship Theory and Purchase Intention

Brands become a trigger for consumer recognition as a benefit of determining consumer interest triggers (Kuniawan, 2020).

Theory of Relationship between Sales Promotion and Purchase Interest

Sales promotion describes the optimal activity that can provide purchasing interest action.

Theory of the Influence of Location on Purchase Interest

Location strategy plays a role in creating consumer purchasing interest (Kotler, 2022).

Conceptual Framework

The relationship between the influence of Brand, Sales Promotion and Location on Purchase Interest is:

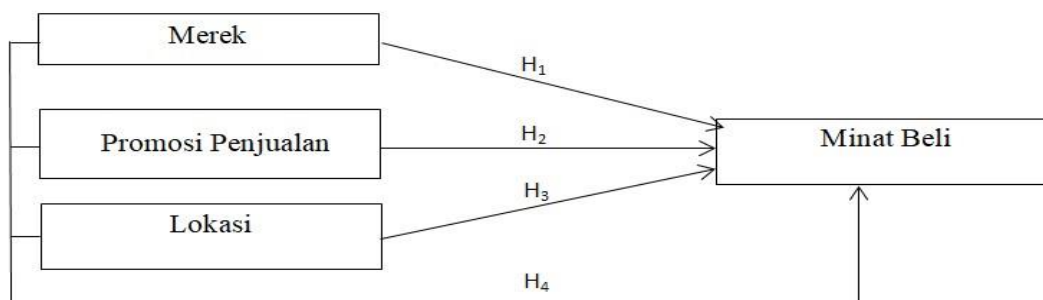


Figure 2. Conceptual Framework

Hypothesis

H1: Brand partially influences coffee purchasing interest at Kopi Kenangan

H2: Sales Promotion Partially Influences Purchase Interest in Coffee at Kopi Kenangan

H3: Location partially influences coffee purchasing interest at Kopi Kenangan

H4: Brand, Sales Promotion and Location simultaneously influence Purchase Interest in Coffee at Kopi Kenangan

RESEARCH METHODOLOGY

UNPRI Medan as a place to conduct research and February 2024 to February 2025. The quantitative approach is research based on the use of data to obtain conclusions (Soewardkoen, 2021). Quantitative description is a depiction of variable relationships that is useful in explaining

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identification (Soewardkoen, 2021). *Explanatory* is an explanation which is used as a description of the variables research (Soewardkoen, 2021). Population is the total sum of respondents who have certain characteristics. The people involved in this study were students of the Faculty of Economics, UNPRI, class of 2021 who had consumed Kenangan coffee six times in the last three months.

Sample is a part of the population. Sample calculation using lemeshow.

$$n = \frac{z^2 p(1-p)}{d^2}$$

Keterangan:

n = jumlah sampel

z = skor z pada kepercayaan 95% = 1,96

p = maksimal estimasi = 0,5

d = sampling error = 10%

$$n = \frac{1.96^2 0.5(1-0.5)}{0.1^2}$$

n = 96.04 = 97

97 Respondents as research samples. According to Riyanto and Hatmawan (2020), convenience sampling is based on convenience, namely participants who are willing to fill out the questionnaire.

The techniques for collecting information are:

1. Questionnaire

According to Rahmawati (2022), a questionnaire is an effective data collection method if the researcher knows exactly what is expected from the respondents and the variables to be measured. Unpri students who drink Kopi Kenangan receive a questionnaire.

2. Interview

According to Rahmawati (2022), an interview is a conversation conducted by an interviewer. Unpri students who drank Kopi Kenangan were interviewed.

3. Documentation

According to Rahmawati (2022), Documentation, from the origin of the word document which means written goods. Its uses are books, journals.

Data Types and Sources :

1. Data generated directly from respondents (Rahmawati, 2022). For example: questionnaires and interviews.

2. Secondary Data

The data generated is not directly (Taqwin, 2022). For example: books, journals.

Table 2. Operational Definition of Research

Variabel	Definisi	Indikator	Pengukuran
Merek (X ₁)	merek adalah suatu nama, istilah, tanda, lambang atau desain atau kombinasi dari semuanya, yang diharapkan mengidentifikasi barang atau jasa dari sekelompok penjual dan diharapkan akan membedakan barang atau jasa tersebut dari produkproduk pesaing. Sumber Buchory (2020)	1. Atribut 2. Manfaat 3. Nilai 4. Budaya Sumber: Buchory (2020)	Skala Likert
Promosi Penjualan (X ₂)	Promosi Penjualan merupakan kegiatan promosi untuk mengunggah atau menstimulasi pembelian, sehingga merupakan usaha penjual khusus (<i>special selling efforts</i>). Sumber : Assauri (2021)	1. Kupon atau Voucher 2. Diskon 3. Bonus packs Sumber: Kotler (2022)	Skala Likert
Lokasi (X ₃)	Lokasi adalah tempat dimana aktivitas usaha dilakukan yaitu berbagai kegiatan perusahaan untuk membuat produk yang dihasilkan atau dijual terjangkau dan tersedia bagi pasar sasaran. Sumber : Tjiptono (2023)	1. Akses 2. Visibilitas 3. Lalu Lintas 4. Tempat Sumber : Tjiptono (2023)	Skala Likert
Minat Beli (Y)	Minat beli sebagai kekuatan pendorong atau sebagai motif yang bersifat instristik yang mampu mendorong seseorang untuk menaruh perhatian secara spontan, wajar, mudah, tanpa paksaan dan selektif pada suatu produk untuk kemudian mengambil keputusan membeli.. Sumber:Sahir, dkk (2021:38)	1. Minat transaksional 2. Minat referensia 3. Minat referensial 4. Minat preferensial 5. Minat eksploratif Sumber: Abzari, et al (2021)	Skala Likert

Validity test is a test used to ensure that the questionnaire can be used by considering the calculated r value $>$ r table. When it meets the criteria, the questionnaire is declared valid (Priyatno, 2023). Reliability testing is the accuracy of answers to the questionnaire, this is determined by Cronbach alpha $>$ 0.6 (Priyatno, 2023).

The normality test is used to determine whether the overall data is normal. This can be seen from the graphical test and the KS Test comparing significant values greater than 0.05 (Priyatno, 2023). Multicollinearity test is useful in ensuring the correlation between independent variables. Therefore, paying attention to the Tolerance value $>$ 0.1 and VIF $<$ 10 means there is no influence between independent variables (Priyatno, 2023). The heteroscedasticity test utilizes the

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inequality of variance of residuals from one observation to another by paying attention to the graph and Glejser, where comparing significant values is greater than 0.05.

According to Priyatno (2023), multiple linear regression is a regression that has one dependent variable and more than one independent variable. The formula is as follows: .

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e.$$

- Where:
- Y. = dependent variable.
 - a. = constant.
 - b₁, b₂, b₃ = regression coefficient.
 - X_{1,2,3} = independent variable.
 - e. = Standard error (error rate) 5%.

According to Priyatno (2023), the coefficient of determination (R²) is used to determine the percentage change in the dependent variable (Y) caused by the independent variable (X). If R² is greater, then the percentage change in the dependent variable (Y) caused by the independent variable (X) is higher. According to Priyatno (2023), the F test is used to determine the effect between independent variables on dependent variables together. The criteria are f count > f table then compare the sig. value < 0.05 so that the hypothesis is accepted. According to Priyatno (2023), the t-test is used to determine whether there is a significant relationship or influence between the independent variables partially on the dependent variable. The criteria are t count > t table then comparing the sig. value < 0.05 so that the hypothesis is accepted.

RESULTS AND DISCUSSION

Table 3. Descriptive Statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Merek	97	8	40	22.58	10.024
Promosi/Penjualan	97	6	30	16.44	8.223
Lokasi	97	8	40	24.80	10.262
Minal/Beli	97	8	40	21.78	9.745
Valid N (listwise)	97				

Sumber : Data Olahan SPSS, 2024

1. The brand used a sample of 97 people surveyed, resulting in a minimum of 8 and a maximum score of 40. The average, or mean, score was 22.58 with a standard deviation of 10.024.

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2. Promotion gets a minimum value of 6, while the maximum value is 30. Then for the mean or average value, the value obtained is 16.44 with a standard deviation of 8.223.
3. The location gets a minimum value of 8, while the maximum value is 40. Then for the mean or average value, the value obtained is 24.80 with a standard deviation of 10,262.
4. Purchase interest gets a minimum value of 8, while the maximum value is 40. Then for the mean or average value, a value of 21.78 is obtained with a standard deviation of 9.745.

Data processing to obtain valid and reliable results is:

Table 4. Validity test

No.	Merek		Promosi Penjualan		Lokasi		Minat Beli	
	<i>Pearson Correlation</i>	<i>Sig.</i>	<i>Pearson Correlation</i>	<i>Sig.</i>	<i>Pearson Correlation</i>	<i>Sig.</i>	<i>Pearson Correlation</i>	<i>Sig.</i>
1	0.629	0.000	0.952	0.952	0.653	0.000	0.565	0.000
2	0.746	0.000	0.943	0.943	0.620	0.000	0.615	0.000
3	0.888	0.000	0.942	0.943	0.556	0.001	0.555	0.000
4	0.835	0.000	0.921	0.921	0.857	0.000	0.860	0.000
5	0.873	0.000	0.684	0.684	0.867	0.000	0.870	0.000
6	0.871	0.000	0.878	0.878	0.852	0.000	0.855	0.000
7	0.596	0.001	-	-	0.751	0.000	0.748	0.000
8	0.616	0.000	-	-	0.690	0.000	0.684	0.000

Sumber : Data Olahan SPSS, 2024

All questions for the brand, sales promotion, location and purchase interest variables have valid status, because the calculated r value > r table of 0.361.

The results of the reliability test for the brand, sales promotion, location and purchase interest variables have a Cronbach's Alpha value greater than 0.6, which means it is stated as reliable.

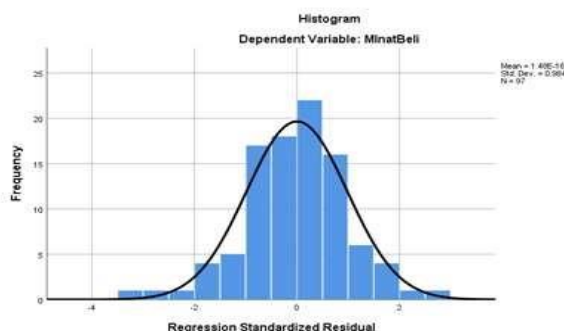


Figure 3: Histogram Normality Test

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Real data forms a curved line that tends to be symmetrical (U) and does not deviate to the left or right, so it can be said that the data is normally distributed.

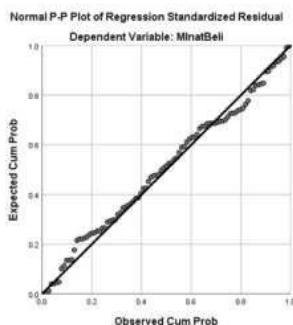


Figure 4. P Plot Normality Test

Table 5. Reliability Test

Variabel	Cronbach's Alpha	Kriteria	Keterangan
Merek	0.895	0.6	Reliabel
Promosi Penjualan	0.946	0.6	Reliabel
Lokasi	0.870	0.6	Reliabel
Minat Beli	0.934	0.6	Reliabel

Sumber : Data Olahan SPSS, 2024

The data is spread around the diagonal line, the distribution is mostly close to the diagonal line. This means that the data is normally distributed.

Table 6. Kolmogorov Smirnov

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		97
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	6.09181193
Most Extreme Differences	Absolute	.077
	Positive	.064
	Negative	-.077
Test Statistic ^c		.077
Asymp. Sig. (2-tailed)		.180 ^a
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Sumber : Data Olahan SPSS, 2024

The results of the normality test using the Kolmogorov Smirnov test showed a significant value of $0.180 > 0.05$. Thus, the results of the Kolmogorov Smirnov test show that the data is normally distributed.

Table 7. Multicollinearity Test

		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
Model		B	Std. Error	Beta				
1	(Constant)	1.449	1.975		734	.465		
	Merak	.235	.075	.241	3.151	.002	.715	1.398
	PromosiPerjuatan	.546	.103	.461	5.299	.000	.553	1.807
	Lokasi	.244	.072	.257	3.378	.001	.726	1.377

a. Dependent Variable: MinatBeli
Sumber : Data Olahan SPSS, 2024

Related to the tolerance value > 0.1 and VIF value < 10 , so from these results it can be concluded that there is no multicollinearity relationship.

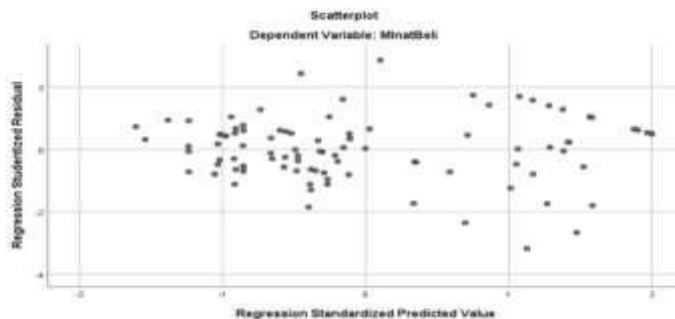


Figure 5. Heteroscedasticity Test

The output above shows that the data distribution is above and below the number 0, then the conclusion is that the data does not form a clear pattern, indicating that heteroscedasticity does not occur.

Table 8. Heteroscedasticity Test

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	2.555	1.208		2.115	.037
	Merak	.049	.046	.126	1.078	.284
	PromosiPerjuatan	.114	.063	.240	1.799	.075
	Lokasi	-.035	.044	-.093	-.799	.426

a. Dependent Variable: RES2
Sumber : Data Olahan SPSS, 2024

Brand ($0.284 > 0.05$), Sales Promotion ($0.075 > 0.05$), Location ($0.426 > 0.05$) has a significant value > 0.05 that there is no heteroscedasticity in the regression model.

Table 9. Multiple Linear Regression Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.449	1.975		.734	.465
	Merek	.235	.075	.241	3.151	.002
	PromosiPenjualan	.546	.103	.461	5.289	.000
	Lokasi	.244	.072	.257	3.378	.001

a. Dependent Variable: MinatBeli

Sumber : Data Olahan SPSS, 2024

$$\text{Purchase Interest} = 1.449 + 0.235 \text{ Brand} + 0.546 \text{ Sales Promotion} + 0.244 \text{ Location}$$

1. If Brand, Sales Promotion and Location have constant values, it means that Purchase Interest of Kopi Kenangan produces a value of 1,449 units.
2. If every 1 unit increase in the Brand variable will increase the Purchase Interest variable for Kopi Kenangan by 0.235 units.
3. If every increase in the Sales Promotion variable by 1 unit will increase the Purchase Interest variable for Kopi Kenangan by 0.546 units.
4. If every increase in the Location variable by 1 unit will increase the Purchase Interest variable for Kopi Kenangan by 0.244 units.

Table 10. Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.781 ^a	.609	.597	6.189

a. Predictors: (Constant), Lokasi, Merek, PromosiPenjualan

b. Dependent Variable: MinatBeli

Sumber : Data Olahan SPSS, 2024

Adjusted R Square of 59.7% means that Brand, Sales Promotion and Location have an impact on the Interest in Buying Coffee at Kopi Kenangan, then 40.3% is caused by other variables, such as service quality and taste.

Table 11. Simultaneous Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5553.877	3	1851.292	48.327	.000 ^b
	Residual	3562.577	93	38.307		
	Total	9116.454	96			

a. Dependent Variable: MinatBeli

b. Predictors: (Constant), Lokasi, Merek, PromosiPenjualan

Sumber : Data Olahan SPSS, 2024

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From the table above, it can be explained that the calculated F value (48.327) > F table (2.70) and the significance probability of $0.000 < 0.05$, means that H5 is accepted, namely that Brand, Sales Promotion and Location have a positive and significant effect on the Interest in Buying Coffee at Kopi Kenangan.

Table 12. Partial Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.449	1.975		.734	.465
	Merek	.235	.075	.241	3.151	.002
	PromosiPenjualan	.546	.103	.461	5.289	.000
	Lokasi	.244	.072	.257	3.378	.001

a. Dependent Variable: MinatBeli

Sumber : Data Olahan SPSS, 2024

The calculated t value > t table ($3.151 > 1.986$) and $0.002 < 0.05$, H1 is accepted, the brand has a positive and significant impact on purchasing interest at Kopi Kenangan.

The calculated t value > t table ($5.289 > 1.986$) and $0.000 < 0.05$. H2 is accepted, sales promotion has a positive and significant impact on purchasing interest at Kopi Kenangan.

The calculated t value > t table ($3.378 > 1.986$), and $0.001 < 0.05$, H3 is accepted, location has a positive and significant effect on purchasing interest at Kopi Kenangan.

Discussion

Brand Influence on Purchase Interest

The results of the hypothesis calculation show that the brand influences purchase interest in Kopi Kenangan. Kurniawan (2020) stated that the brand consists of customer understanding and trust as an encouragement to make a purchase. Kopi Kenangan is considered cheap coffee because the term "cheap" has a negative connotation. When coffee is called cheap, many thoughts will come to people's minds, such as poor quality, bad taste, and coffee that is not very well known in the community. In this study, Ahmad (2019) stated that sales promotions affect purchase interest, but Supriyadi and Hadijah (2023) found different findings that sales promotions did not affect purchase interest.

The Influence of Sales Promotion on Purchase Interest

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The results of the hypothesis calculation show partially that Sales Promotion influences purchase interest at Kopi Kenangan (case study on UNPRI students, Class of 2021). According to Nangaro et al. (2019), sales promotion influences purchase interest, but Yoebrilanti (2018) found different findings that sales promotion does not influence purchase interest. According to Tjiptono (2023), sales promotion is a term widely used to describe actions that are effectively carried out by a company to encourage customers to use the goods or services it offers. Companies that are able to promote their products well will experience an increase in purchasing interest. The Kopi Kenangan application provides information about promotions such as Buy 1 Get 1 and Free Up Size. In addition, they offer discounts for customers who buy goods through GoFood and Shopee Food, as well as cashback for customers who pay through Gopay and Shopee Pay. The purpose of this promotional strategy is to attract customers to buy goods. Not all types of coffee are used as a savings purchase package for customers, and the problem of sales promotions at the Memori coffee shop has decreased. This certainly reduces the customer's desire to buy something.

The Influence of Location on Purchase Intention

The results of the hypothesis calculation show that location affects purchase interest at Kopi Kenangan. Location is very important when its existence is in accordance with buyers' expectations, which contributes to their decision to buy at a place they consider appropriate (Kotler, 2022). The location of Kopi Memori is still less strategic; it is located at the SBPU on Jalan Gaperta dNo. 285. Undoubtedly, this problem reduces customers' desire to buy food through go-food or grab because the price is higher than buying directly. At a fairly congested gas station, there is also Kopi Kenangan. According to Adi and Soebiantoro (2024), location affects purchase interest. However, Tania et al. (2022) found different evidence that location did not affect purchase interest.

CONCLUSION

1. Brand partially influences Purchase Interest in Coffee at Kopi Kenangan.
2. Sales Promotion partially influences Purchase Interest in Coffee at Kopi Kenangan.
3. Location partially influences the interest in buying coffee at Kopi Kenangan.
4. Brand, Sales Promotion and Location simultaneously influence Purchase Interest in Coffee at Kopi Kenangan.

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