# Increasing Buying Intention: The Role of Service Quality, Sales Promotion and Brand Image

Zihan Rusydah[1], Mira Andriyani[2], Sri Dewi Lestari[3], Muhammad Iqbal Baihaqi[4], Ina Ratnamiasih[5]

{204010222@mail.unpas.ac.id[1], mira.214010175@mail.unpas.ac.id[2], sri.214010186@mail.unpas.ac.id[3], miqbalbaihaqi@unpas.ac.id[4], inaratnamiasih@unpas.ac.id[5]}

Universitas Pasundan Bandung[1,2,3,4,5]

**Abstract.** This study aims to determine the Effect of Service Quality, Sales Promotion and Brand Image and its impact on Buying Intention at PT. Agronesia division of BMC Pasteurized Milk. The method used in this study is quantitative method. Sampling using non probability sampling. Validity, reliability and multiple regression and correlation tests are performed to confirm the relationship between variables. The results stated that service quality, sales promotion and brand image had a significant effect on buying intentation. The influence of service quality is greatest on brand image so recommendations to improve service quality are a priority. Recommendations for subsequent research are presented at the end. The research is highly significant as it reveals the role of service quality, sales promotion, and brand image in enhancing consumers' buying intention. In the context of business and marketing, a profound understanding of these factors can provide valuable insights for companies to improve their strategies in influencing and strengthening consumers buying intention. By focusing on good service quality, effective sales promotion, and strong brand image, companies can build high consumer trust and satisfaction, ultimately driving sales growth and long-term success. Therefore, this research makes a significant contribution in informing sustainable business practices and successful marketing strategies.

**Keywords:** Quality of Service, Sales Promotion, Brand Image, Buying Intention

## 1 Introduction

Fresh milk production in Indonesia has tended to increase since 2013. Milk is a food ingredient of high nutritional value, where the content and nutritional composition are almost perfect. In addition [1], [2], milk is one of the best sources of animal protein compared to other food ingredients. The benefits of milk consumption are very important for the growth of bones and teeth, endurance, a source of lactose and many essential amino acids, so milk is suitable for consumption by all ages. Milk is a food rich in protein and healthy for the body [3]. Milk protein is one of the properties of protein whose value is comparable to meat. In addition, milk contains quite a lot of enzymes, water, and bioactive compounds. Calcium in milk has several functions

in the body, including the formation of bones and teeth, regulating biological reactions, encouraging muscle contractions and regulating blood clotting [4], [5].

One of the liquid milk products that are widely consumed by the public is pasteurized milk. Of the several liquid milk products on the market, pasteurized milk ranks second after UHT milk with a market share of 42%. Pasteurized [6] milk is fresh milk that has many advantages, for example as a source of lactose and protein. This research focuses on the pasteurized milk company BMC (Bandoengsche Melk Centrale) located in West Java, which is one of the business divisions of PT. Agronesia Perseroda. BMC or also called Bandung Milk Center is a pasteurized milk producer established in 1928. BMC became the first milk center in Bandung and until now BMC milk is still present for the people of Bandung. However, tighter competition has led to a decline in BMC milk sales from 2005 to 2011 of about 26.3%. The selection of BMC as a case study in this research has certain advantages. Firstly, BMC is a well-known pasteurized milk company with a significant market share. Examining the factors that influence consumer buying intention at BMC can provide a relevant perspective in the broader context of the pasteurized milk industry. Additionally, BMC has a strong reputation in terms of service quality, sales promotion, and brand image, providing an opportunity to observe the real impact of these factors on consumer buying intention. In choosing BMC as the research subject, the researchers have considered data availability and the accessibility of the company. Collaborating with BMC has facilitated the easy collection of necessary data and obtaining direct insights from the company itself. Overall, selecting BMC as the research subject provides an opportunity to gain a deeper understanding of how service quality, sales promotion, and brand image can influence consumer buying intention in the context of the pasteurized milk industry. The findings of this research can contribute valuable insights to the industry and assist other companies in developing effective and sustainable marketing strategies.

Based on research conducted by [7] most respondents stated BMC pasteurized milk has good quality BMC milk consumers are mostly old consumers who are loyal to BMC dairy products. However, the sales promotion carried out is still limited so that the BMC milk brand is not yet known by the wider community, especially among young people. Besides the importance of increasing promotion and brand image, BMC dairy products need to pay attention to the tastes of young people, especially because today's consumer demands for milk are increasingly diverse. This is felt by BMC milk. Moreover, competition in UHT milk industry companies is getting tighter, so it becomes a challenge for BMC pasteurized milk managers in making sales promotion policies so that people remain interested in making purchases [6].

## 2 Literature Review

According to repurchase interest is the desire of consumers to buy back products based on their experience when consuming products / services that have been purchased. Repurchase interest is a process that will arise due to a perception of products that are considered to have good quality so that consumers are interested in making repeat purchases [7], [8].

### 2.1 Quality of Service and Buying Intention

One important aspect that must be maintained by the company to maintain its business existence is the quality of service. Quality of service is one of the things that consumers consider when buying back a product. Another opinion according to A company needs to provide quality

services because it is a source of competitive advantage. In today's technological developments, service quality is a very important indicator to measure usage decisions and customer satisfaction with the services provided by the company. The quality of service is an assessment of consumer attitudes. Quality of service is an important factor in influencing the decision-making process. Service quality can be identified using [9], [10], [11], Zeithaml, Parasuraman & Berry Theory with SERVQUAL dimensions, [12] namely physical evidence, reliability, responsiveness, and assurance, and emphaty. These dimensions can be used to determine the level of qualityof BMC dairy products. The higher the quality of service, the higher the interest in repurchasing a product [13], [14]. This is also reinforced by the results of [15] and [16] which proves that good service quality will encourage consumers to make repeat purchases.

## 2.2 Sales Promotion and Purchase Interest

Sales promotion is one way for companies to market their products. Sales promotion is an interaction activity between business actors and consumers whose purpose is to influence consumers when making purchasing activities [17], [18]. Furthermore, promoting products can trigger consumer interest to make higher purchases, give promotional attacks to competitors, increase impulse purchases or make stronger cooperation with retailers. Meanwhile, according to [18], [19] sales promotion can be done through advertising by using endorsements to support consumer buying interest. However, sales promotion has disadvantages where sales promotion requires large costs and the time period is relatively short. That is, the positive effects resulting from sales promotion activities only apply during the activity. The results of the study [20], [21] and [22] show that sales promotion is an important factor in efforts to increase product purchases. The more appropriate the sales promotion carried out, the higher the product users and means that interest in returning products is also higher.

## 2.3 Brand Image and Buying Intention

Brand image is the overall understanding of a brand and is formed from experience and information on the brand [8], [23]. It goes on to [8] say that brand image is a general understanding of a brand and consists of experience and knowledge about the brand. The brand is the most significant source of assets and an important factor in the marketing activities of the company. Brands that can create associations of strengths, uniqueness, and the like in the minds of consumers will lead to brand loyalty [24]. Brand image can be used in positioning strategies, which ultimately leads to purchases. Referring to the theory [25] that the predictor of brand image consists of: Strengthness, Uniqueness, and Favorable, where the results of research [26] and [27] prove that one of [26] the factors that can increase buying interest is brand image [28]. Similarly, research results show that brand image has a positive and significant effect on buying intention [29].

Based on all descriptions of the influence of service quality, sales promotion, and brand image on buying intention, the following research paradigm can be made:
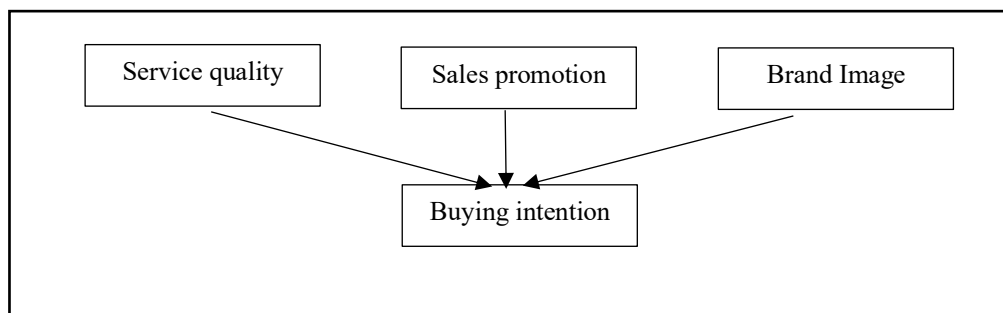
**Figure 1.** Research Framework

## 2.4 Hypothesis

Below are how hypotheses are displayed.

$H_1$   There is an influence of Service Quality on Buying Intention
$H_2$   There is an effect of Sales Promotion on Buying Intention
$H_3$   There is an influence of Brand Image on Buying Intention

# 3 Methodology

This study used quantitative methods. The sample in this study was 140 consumers who had consumed or purchased BMC pasteurized milk products. The questionnaire consists of 54 questions with 4 questions about segmenting aspects, 5 questions about product aspects, 6 questions about pricing aspects, 2 questions about venue aspects, 11 questions about promotional aspects, 5 questions about sales promo aspects, 10 questions about service quality aspects, 4 questions about buying intention aspects, and 5 questions about brand image aspects. Data analysis was carried out using multiple linear regression analysis tools and multiple correlation tests, while hypothesis testing was carried out using T test and F test [30].

**Table 1.** Sample characteristics

| Criterions | Factor | Percentages |
|---|---|---|
| Gender : | | |
| **Male** | 63 | 45% |
| **Female** | 77 | 55% |
| Age : | | |
| **12-18** | 6 | 4,3% |
| **19-25** | 40 | 28,6% |
| **26-35** | 35 | 25% |
| **36-45** | 37 | 26,4% |
| **>45** | 22 | 15,7% |
| Level of Education : | | |
| **Preschool** | | |
| **Second high school - Senior high school** | 14 | 10% |
| **Students or higher education** | 6 | 4,3% |
| **Bachelor's degree or colleagues** | 119 | 85% |

| Location of Office / Residence : | | |
|---|---|---|
| **Bandung** | 71 | 50,7% |
| **West Bandung** | 21 | 15% |
| **East Bandung** | 22 | 15,7% |
| **North Bandung** | 11 | 7,9% |
| **South Bandung** | 15 | 10,7% |

In this study, the number of respondents as many as 140 showed the results of respondent characteristics as follows:

1. **Characteristics of respondents by gender.** Based on the table above, it can be seen that 77 female respondents with a percentage of 55%, while male respondents were 63 people with a percentage of 45%. The number of respondents based on gender shows conditions dominated by women.

2. **Characteristics of respondents by age.** Based on the table above, it can be seen that respondents aged 12-18 years as many as 6 people with a percentage of 4.3%, respondents aged 19-25 years as many as 40 people with a percentage of 28.6%, respondents aged 26-35 years as many as 35 people with a percentage of 25%, respondents aged 36-45 years as many as 37 people with a percentage of 26.4% and finally respondents aged >45 years as many as 22 people with a percentage of 15.7%. The number of respondents based on age shows conditions dominated by respondents aged 36-45 years.

3. **Characteristics of respondents based on education level.** Based on the table above, it can be seen that respondents whose education level is junior high school - high school as many as 14 people with a percentage of 10%, while respondents whose education level is students or more as many as 6 people with a percentage of 4.3% and respondents whose education level is Bachelor S1 or more as many as 119 people with a percentage of 85%. The number of respondents based on the level of education shows conditions that are dominated by the level of undergraduate education S1 or above.

4. **Characteristics of respondents based on office/residence location.** Based on the table above, it can be seen that respondents with Office / Residence Location in Bandung city as many as 71 people with a percentage of 50.7%, respondents with Office / Residence Location in West Bandung as many as 21 people with a percentage of 15%, respondents with Office / Residence Location in East Bandung as many as 22 people with a percentage of 15.7%, respondents with Office / Residence Location in North Bandung as many as 11 people with a percentage of 7.9% and respondents with Office / Residence Location in South Bandung as many as 15 with a percentage of 10.7% The number of respondents based on Office Location / Residence shows conditions dominated by respondents who are located / residence in the city of Bandung.

## 4 Results and Discussions

### 4.1 Multiple Linear Regression Analysis Results

Multiple linear regression analysis used in research aims to prove hypotheses related to the effect of Service Quality, Sales Promotion, and Brand Image variables on Repurchase Interest. The statistical calculation in multiple linear regression analysis used in this study is using the help of the SPSS computer program. The complete results of data processing using the SPSS program are in the appendix and are described in the following table:

Table 2. Multiple Linear Regression Analysis Results

**Table 2.** Multiple Linear Regression Analysis Results

**Coefficientsᵃ**

| Type | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Correlations | | |
|---|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Zero-order | Partial | Part |
| 1 | (Constant) | .637 | | .986 | | .647 | | .519 | |
| | Quality of service | .290 | | .044.428 | 6.521 | | .000 | | |  |
| | Sales promotion | .404 | | .093.321 | 4.332 | | .000 | | | |
| | Brand image | .110 | | .052.166 | 2.130 | | .035 | | | |

a. Dependent Variable: Buying Intention

The regression equation model that can be written from these results in the form of a regression equation is as follows:

$$Y = \sigma + b1x1 + b2x2 + b3x3 + E \qquad (1)$$
$$Y = 0{,}637 + 0.290\ X1 + 0{,}404\ X2 + 0.101\ X3 + E \qquad (2)$$

The explanation of the Regression results above is as follows:

1. a = 0.637 means the intersection of the regression line with the Y axis which shows buying intention (Y) when the independent variables namely Service Quality, Sales Promotion, and Brand Image are 0 or constant.
2. b1 = 0.290 means that every increase in Service Quality (X1) by 1 premium will change Buying Interest (Y) by 0.290 units, if other variables such as Sales Promotion and Brand Image are Constant.
3. b2 = 0.404 means that every Sales Promotion (X2) of 1 premium will change Buying Interest (Y) by 0.404 units, if other variables such as Service Quality and Brand Image are considered constant
4. b3 = 0.101 means that every increase in Brand Image (X3) by 1 premium will change Buying Interest (Y) by 0.101 units, if other variables such as Service Quality and Sales Promotion are considered constant.

**Table 3.** Multiple correlation analysis results

**Correlations**

| | | Quality of service | Sales promotion | Brand image |
|---|---|---|---|---|
| Quality of Service | Pearson Correlation | 1 | .289 | .410 |
| | Sig. (2-tailed) | | .001 | .000 |
| | N | 140 | 140 | 140 |
| Sales Promotion | Pearson Correlation | .289 | 1 | .589 |
| | Sig. (2-tailed) | .001 | | ,000 |

|  |  | 140 | 140 | 140 |
|---|---|---|---|---|
| Brand Image | Pearson Correlation | .410 | .589 | 1 |
|  | Sig. (2-tailed) | .000 | .000 |  |
|  | N | 140 | 140 | 140 |
| Buying intention | Pearson Correlation | .589 | .542 | ,530 |
|  | Sig. (2-tailed) | .000 | .000 | ,000 |
|  | N | 140 | 140 | 140 |
| **. Correlation is significant at the 0.01 level (2-tailed). |  |  |  |  |

1. The correlation between the Service Quality variable ($X_1$) and the Sales Promotion variable ($X_2$) is 0.289 which means it has a weak relationship; the correlation between the Service Quality variable ($X_1$) and the Brand Image variable (X3) is 0.410 which means it has a weak relationship and the Service Quality variable ($X_1$) with the variable Buying Interest (Y) is 0.589 which means it has a strong relationship.
2. The correlation between the Sales Promotion variable ($X_2$) and the Service Quality variable ($X_1$) is 0.289 which means it has a weak relationship; the correlation between the Sales Promotion variable ($X_2$) and the Brand Image variable (X3) is 0.589 which means it has a strong relationship and the Sales Promotion variable ($X_2$) with the variable Repurchase Interest(Y) is 0.542 which means it has a strong relationship.
3. The correlation between the Brand Image variable ($X_3$) and the Service Quality variable ($X_1$) is 0.410 which means it has a weak relationship; the correlation between the Brand Image variable ($X_3$) and the Sales Promotion variable (X2) is 0.542 which means it has a strong relationship and the Brand Image variable ($X_3$) with The variable Repurchase Interest(Y) is 0.530 which means it has a strong relationship.

**Table 4.** Coefficient of Determination

**Model Summary**

| Type | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | ,717 | ,514 | ,503 | 1.57985 |
| a. Predictors: (Constant), service quality, sales promotion, brand image | | | | |

Source: Processing with SPSS

Based on the table above, it can be seen that the Service Quality Variable ($X_1$), Sales Promotion ($X_2$), Brand Image variable (X3) and Buying Interest Variable (Y) of 51.4% means that the Service Quality Variable ($X_1$), Sales Promotion ($X_2$), Brand Image variable (X3) and Buying Interest Variable (Y). While other variables outside the model are $1 - R^2 = 1 - 0.514 = 0.486$ or 48.6%. This shows that in addition to Service Quality ($X_1$), Sales Promotion ($X_2$), Brand Image variable (X3) there are other variables that affect the Buying Interest Variable (Y).

**Table 5.** Partial Hypothesis Test

**Coefficients**[a]

| Type | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Correlations | | |
|---|---|---|---|---|---|---|---|---|
|  | B | Std. Error | Beta |  |  | Zero-order | Partial | Part |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| 1 | (Constant) | .637 | | .986 | | .647 | .519 |
| | Quality of service | .290 | | .044.428 | | 6.521 | .000 |
| | Sales promotion | .404 | | .093.321 | | 4.332 | .000 |
| | Brand image | .110 | | .052.166 | | 2.130 | .035 |

a. Dependent Variable: Job Satisfaction

Based on the table above, showing that t (t $_{sig}$) < 5%, = 0, then H0 is rejected, meaning that the Brand Image variable affects the Purchase Decision.

## 4.2 The Effect of Service Quality on Buying Intention in the Pasteurized Milk Industry

Based on the results of research using the T test that the quality of the service has an effect and is significant on the repurchase interest in the BMC Pasteurized Milk company partially. This can be seen from the results of the F test where the F sig < 5% which means H0 rejected H1 accepted. The thing that affects the interest in repurchasing BMC Pasteurized Milk based on the results of the T test is the quality of the service pe where if the quality of the service is good it will increase the interest in repurchase. Based on these results, it can be concluded that the quality of service affects repurchase interest. If the company implements its service quality well, customers will feel satisfied and buying intention will increase [31]. This is in line with research conducted by [32] which states that there is a significant influence between service quality variables and repurchase interest variables. Likewise, research conducted by [33] states the same thing that there is an influence between service quality variables on buying intention variables.

## 4.3 The Influence of Brand Image on Buying Intention in the Pasteurized Milk Industry

Based on the results of research using the T test that brand image has a significant effect on buying intention. This can be seen from the results of the F test where the Fsig < 5% which means H0 is rejected H1 is accepted. Based on these results, it can be explained that what influences buying interest is Brand Image. Companies that pay attention to Brand Image will increase the number of sales, this is supported in research that can create associations of strength, uniqueness, and the like in the minds of consumers will lead to brand loyalty [24]. In addition, this is reinforced by the results of research [10], [26] and [28] it proves that one ofthe factors that can increase buying interest is brand image. Similarly, research results show that brand image has a positive and significant effect on repeat purchase intent [29].

**4.4 The Effect of Sales Promotion on Buying Intention in the Pasteurized Milk Industry**

Based on the results of research using the T test that sales promotion has an effect and is significant on buying intention BMC Pasteurized Milk partially. This can be seen from the results of the F test where the Fsig < 5% which means H0 rejected H1 accepted. Based on the results of the T test, it can be seen that sales promotion can be said to be important in increasing repurchase interest. Based on these results, it can be explained that what influences buying intention is Sales Promotion. Companies that provide Sales Promotion will increase repeat purchases which leads to the creation of brand loyalty and can bind buyers of certain manufacturers, [34] it is also in accordance with what is said by [35] that there is a significant influence between sales promotion and buying intention and there are other studies that corroborate the above requirements from [36] that sales promotion can affect buying intention.

# 5 Conclusion and Recommendations

The quality of service is the most important factor in increasing buying intention money for BMC pasteurized milk. Based on the results of the questionnaire, respondents assessed that the quality of service in BMC pasteurized milk was good so that companies need to maintain and improve the quality of service to be more able to compete with UHT milk. In contrast to sales promotion where respondents stated that it was quite attractive so that the company needed to increase the effectiveness of sales promotion to really attract the public. Finally, regarding brand image, where based on the average recapitulation of respondents' answers shows that BMC pasteurized milk has a good brand.

The magnitude of the influence of the quality of the service and buying intention in BMC Pasteurized Milk is the greatest, then sales promotion, and finally brand image. This shows that companies need to prioritize service quality in attracting repeat consumer purchases. Intense competition with UHT milk causes companies not to be satisfied with the response of pasteurized milk consumers. Competitor strategies in improving service quality need to be anticipated. Similarly, sales promotion strategies need to be considered, especially related to discounting. Respondents want promotions in the form of discounts, so companies need to think of pricing strategies that allow price cuts to be made. Online marketing communication and the use of digital media also need to be improved so that the company's strategy in improving service quality and sales promotion can increase and expand BMC's pasteurized milk brand.

This research was conducted only in a limited area, namely in the center of Bandung. Respondents are limited and the time provided by respondents to fill out the questionnaire is only about 10 minutes so that respondents' answers may not be entirely objective. Further research needs to pay attention to the area of distribution of the questionnaire and the time of distribution of the questionnaire so that respondents are calm enough in filling it out. This research model directly links service quality, sales promotion, and brand image to repurchase interest. In fact, it is possible that the relationship between these three factors will be clearer if chained by environmental factors such as social and economic conditions of the current community. To get a more perfect picture of the problem under study, it is necessary to consider using longitudinal research methods.

# References

[1] Pasaribu, Agustina Firmansyah dan Nahri, I. (2021). Analisis faktor-faktor yang mempengaruhi produksi susu sapi perah di Desa Batur Kecamatan Getasan, Kabupaten Semarang. *Jurnal Ilmu-Ilmu Peternakan*, *22*(1), 30.

[2] Hanum, Z., & Wanniatie, V. (2015). Kualitas Susu Pasteurisasi Komersil. *Jurnal Agripet*, *15*(2), 92–97. https://doi.org/10.17969/agripet.v15i2.2724

[3] Karo, D. M. B., & Fibrianto, K. (2015). Implementasi Content Analysis Dalam Eksporasi Sensori Lexicon Susu Pasteurisasi: Kajian Pustaka. *Jurnal Pangan Dan Agroindustri*, *3*(4), 1567–1572.

[4] Winahyu, N., & Dewi Lestari, R. (2021). Analisis Keuntungan Produk Olahan Susu Pasteurisasi Skala Rumah Tangga. *Journal Science Innovation and Technology (SINTECH)*, *2*(1), 22–27. https://doi.org/10.47701/sintech.v2i1.1577

[5] Wardyaningrum, D. (2011). Tingkat Kognisi Tentang Konsumsi Susu Pada Ibu Peternak Sapi Perah Lembang Jawa Barat. *Jurnal Al-Azhar Indonesia Seri Pranata Sosial*, *1*(1), 19–26.

[6] Ambarsari, I., Qanytah, & Sudaryono, T. (2013). Perubahan Kualitas Susu Pasteurisasi Dalam Berbagai Jenis Kemasan. *Jurnal Penelitian Dan Pengembangan Pertanian*, *32*(1), 10–19. https://doi.org/10.21082/jp3.v32n1.2013.p10-19

[7] Budiyono, H. (2009). Analisis Daya Simpan Produk Susu Pasteurisasi berdasarkan Kualitas Bahan Baku Mutu Susu. *Jurnal Paradigma*, *10*(2), 198–211.

[8] Nyarmiati, S. R. T. A. (2021). *11TJ. ANALISIS PENGARUH KUALITAS LAYANAN, KUALITAS PRODUK, BRAND IMAGE DAN PERCEIVED VALUE TERHADAP MINAT BELI ULANG DENGAN KEPUASAN PELANGGAN SEBAGAI VARIABEL INTERVENING (Studi Pada Konsumen Rumah Makan Pondok Bandeng BaBe Kabupaten Pati)*. *10*, 1–14.

[9] Cipto, H., & Erdiansyah, R. (2020). *The Effect of Sales Promotion, Service Quality, Perceived Value on Repurchase (Case Study of Original Levis Store in Jakarta)*. 1–5. https://doi.org/10.2991/assehr.k.201209.027

[10] Wijaya, D. R. (2020). The Influence of E-Service Quality, Sales Promotion and E- Security on Decisions to Use Lonline Delivery Message Service during Pandemic (Case Study of Go-Food Users) in Salatiga. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, *5*(3), 18085–18098.

[11] Arslan, M., & Zaman, R. (2014). Impact of Brand Image and Service Quality on Consumer Purchase Intention: A Study of Retail Store in Pakistan. *Research on Humanities and Social Sciences*, *4*(22), 98–105.

[12] Lestari, B., & Novitaningtyas, I. (2021). Pengaruh Variasi Produk dan Kualitas Pelayanan terhadap Minat Beli Ulang Konsumen pada Coffeeville-Oishi Pan Magelang. *Jurnal Nasional Manajemen Pemasaran & SDM*, *2*(3), 150–159. https://doi.org/10.47747/jnmpsdm.v2i3.374

[13] Ketut, Y. I. (2018). The Role of Brand Image Mediating the Effect of Product Quality. *Rjoas*, *11*(November), 172–180.

[14] Rasmana, F. A. S., Eldine, A., & Muniroh, L. (2020). Pengaruh Citra Merek, Kualitas Pelayanan, Dan Persepsi Harga Terhadap Minat Beli Ulang Konsumen. *Manager: Jurnal Ilmu Manajemen*, *3*(1), 114. https://doi.org/10.32832/manager.v3i1.3839

[15] Andra, A. A., & Soesanto, H. (2021). Pengaruh Kualitas Pelayanan, Persepsi Harga, dan Kepuasan terhadap Minat Beli Ulang dengan Citra Toko sebagai Variabel Intervening.

*Syntax Literate; Jurnal Ilmiah Indonesia*, *6*(6), 2582. https://doi.org/10.36418/syntax-literate.v6i6.3099

[16] Triyoko, T. (2022). Pengaruh Kualitas Produk Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Dan Minat Beli Ulang di Kedai Yoko. *Jurnal Daya Saing*, *8*(1), 56–61. https://doi.org/10.35446/dayasaing.v8i1.818

[17] Ayu, K., Dewi, P., Ayu, G., & Giantari, K. (2020). The Role of Brand Image in Mediating the Influence of E-Wom and Celebrity Endorser on Purchase Intention. *American Journal of Humanities and Social Sciences Research*, *22*(1), 221–232.

[18] Fransiscus, B., & Husda, E. (2022). Pengaruh Brand Image, Promosi Penjualan Dan Duta Merek Terhadap Minat beli Konsumen E-Commerce Blibli Pada Masyarakat Kota Batam. *Prosiding Seminar Nasional Ilmu Sosial Dan Teknologi*, *4*(1), 536–541.

[19] Nugrah, Latief, F., & Agunawan. (2023). Pengaruh Celebrity Endorse dan Promosi Penjualan Terhadap Minat Beli Minuman YOTTA. *Jurnal Manajemen Dan Akuntansi*, *1*(1), 71–80.

[20] Febrilla & Ponirin. (2022). Pengaruh Kepercayaan dan Promosi Penjualan terhadap Minat Beli Ulang Konsumen Shopee Palu. *Jurnal Ilmu Manajemen Universitas Tadulako*, *8*(1), 56–062.

[21] Larasati, D. R., & Fadillah, A. (2022). Pengaruh Kepercayaan Merek Dan Promosi Penjualan Terhadap Minat Beli Online Di E-Commerce Shopee. *Jurnal Informatika Kesatuan*, *2*(1). https://doi.org/10.37641/jikes.v2i1.1381

[22] Azmi, M., S. Shihab, M., Rustiana, D., Indra, & Lazirkha, D. P. (2021). The Effect of Advertising, Sales Promotion, And Brand Image on Repurchasing Intention (Study on Shopee Users). *IAIC Transactions on Sustainable Digital Innovation (ITSDI)*, *3*(2), 76–85. https://doi.org/10.34306/itsdi.v3i2.527

[23] Hadi, N. R. C., Karnadi, & Praja, Y. (2022). Pengaruh Brand Image dan Trust Terhadap Minat Beli Ulang Skincare MS Glow Melalui Keputusan Pembelian Sebagai Variabel Intervening Pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Minat Beli Ulang Saleh Situbondo. *Jurnal Mahasiswa Entrepreneurship*, *1*(3), 603–618.

[24] B, E. I., Fauzi, A., & Pujangkoro, S. A. (2023). Proceedings of the 19th International Symposium on Management (INSYMA 2022). In *Proceedings of the 19th International Symposium on Management (INSYMA 2022)* (Issue 2021). Atlantis Press International BV. https://doi.org/10.2991/978-94-6463-008-4

[25] Kotler, P., & Keller, K. L. (2013). Manajemen Pemasaran, Jilid 1, Edisi 13, Erlangga. *Kotler, Philip and Keller, Kevin Lane (2013), Manajemen Pemasaran, Jilid*, *2*.

[26] Putri, R. N., Hermana, D., & Cupiandi, H. (2022). Pengaruh Kualitas Pelayanan Terhadap Loyalitas Konsumen Dengan Citra Merek Sebagai Variabel Mediasi Pada PT. Pos Indonesia Cabang Garut. *Journal Of Entrepreneurship and Strategic Management*, *1*(02), 56–63. https://doi.org/10.52434/jesm.v1i02.121

[27] Wijaya, K. Sekolah Tinggi Teknologi Kedirgantaraan Yogyakarta, A., Transportasi Udara, M., & Tinggi Teknologi Kedirgantaraan Yogyakarta, S. (2022). Pengaruh Brand Image dan Kualitas Pelayanan Cabin Crew Terhadap Minat Beli Ulang Pengguna Jasa Maskapai Garuda Indonesia Di Bandar Udara Yogyakarta International Airport. *Jurnal Kewarganegaraan*, *6*(1), 1732–1737.

[28] Permatasari, M. D., Saputra, M. H., & Rahmawati, F. (2022). Pengaruh Electronic Word of Mouth (E-WOM), Brand Image dan Brand Trust Terhadap Minat Beli Ulang di Marketplace. *Volatilitas*, 50–64.

[29] Adil Musty Tamzil, Kuswanti, M. U. (2021). Pengaruh Brand Image, Service Quality dan Price Terhadap Repurchase Intention Pada Greenlight Bandung. *3*(7), 1–10.

[30] Basuki, A. T., & Yuliadi, I. (2014). Modul Praktikum SPSS dan Eviews. In *Danisa Media* (Vol. 1).

[31] Rahayu Tri Astuti, S. (2013). Analisis Pengaruh Kualitas Produk, Harga, Lokasi dan Kualitas Pelayanan Terhadap Minat Beli Ulang Konsumen (Studi pada Warung Makan "Bebek Gendut" Semarang). *Diponegoro Journal of Management*, *2*(3), 1–11. http://ejournal-s1.undip.ac.id/index.php/djom

[32] Sinambela, R. Y. P., & Hermani, A. (2019). Pengaruh Kualitas Pelayanan Dan Harga Terhadap Minat Beli Ulang Konsumen (Studi Pada Portobello Café Semarang ). *Jurnal Ilmu Administrasi Bisnis*, 1–10.

[33] Harfaina, F. (2018). Pengaruh Promosi Penjualan, Experiential Marketing, Kualitas Produk dan Kualitas Pelayanan Terhadap Minat Beli Ulang (Studi Kasus Pada Restoran Ayam Geprek SA ' I Yogyakarta). *Jurnal Fakultas Ekonomi*, *3*, 581–591.

[34] Peburiyanti, D., & Sabran, S. (2022). Pengaruh Promosi Penjualan, Variasi Produk Dan Kualitas Pelayanan Terhadap Minat Beli Ulang Pada Butik Kanabini Di Tenggarong. *Jurnal Ekonomi & Manajemen Indonesia*, *20*(1), 29–39. https://doi.org/10.53640/jemi.v20i1.771

[35] Luthfiana, N. A., & Hadi, S. P. (2019). Pengaruh Promosi Penjualan dan E-service Quality Terhadap Minat Beli Ulang (Studi pada Pembeli di Marketplace Shopee). *Jurnal Administrasi Bisnis*, *8*(1), 37–42. https://doi.org/10.14710/jab.v8i1.23767

[36] Permatasari, L. D., & Santosa, S. B. (2021). Pengaruh Review Konsumen, Kualitas pelayanan, dan promosi penjualan terhadap minat pembelian ulang melalui Kepuasan Konsumen Sebagai Variabel Intervening (Studi Pada Konsumen Marketplace Shopee di Kota Semarang). *Diponegoro Journal of Management*, *10*(4), 1–6. http://ejournal-s1.undip.ac.id/index.php/dbr