



Consumer Perceptions Analysis On Products Purchasing Interest in Citimall Matahari Department Store, Dumai City

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Abstract

Citimall Matahari Department Store is the largest contemporary retailer in the city of Dumai. So that every purchase of its products will certainly be based on their perception or assessment of the products sold and bought by Matahari Department Store. So this study aims to analyze the effect of perceived price, perceived quality and perceived lifestyle on purchase intention. The population in this study were visitors to Citimall Matahari Department Store in the city of Dumai who had purchased products. The number of samples is 100 respondents, using non-probability sampling method, accidental sampling. Respondent data was collected by distributing questionnaires. The data analysis technique was in the form of multiple linear regression analysis, with the help of IBM SPSS 26 software. The results showed (1). Price perception has a partial and simultaneous positive influence on the intention to buy Citimall Matahari Department Store products with a tcount of 3.681 (2). Perceived quality has a partial and simultaneous positive influence on the intention to buy Citimall Matahari Department Store products with a tcount of 3.665 (3). Perceptions of lifestyle have a positive influence partially and simultaneously on buying interest in Citimall Matahari Department Store products with a tcount of 4.233. The result of the adjusted R2 value is 0.490 while the remaining 0.510 is influenced by other variables not examined in this study Perceived quality has a partial and simultaneous positive influence on the intention to buy Citimall Matahari Department Store products with a tcount of 3.665 (3). Perceptions of lifestyle have a positive influence partially and simultaneously on buying interest in Citimall Matahari Department Store products with a tcount of 4.233. The result of the adjusted R2 value is 0.490 while the remaining 0.510 is influenced by other variables not examined in this study Perceived quality has a partial and simultaneous positive influence on the intention to buy Citimall Matahari Department Store products with a tcount of 3.665 (3). Perceptions of lifestyle have a positive influence partially and simultaneously on buying interest in Citimall Matahari Department Store products with a tcount of 4.233. The result of the adjusted R2 value is 0.490 while the remaining 0.510 is influenced by other variables not examined in this study.

Keywords: *Perceived Price, Perceived Quality, Perceived Lifestyle and Purchase Intention*

INTRODUCTION

Citimall Matahari Department Store is one of the largest examples of contemporary retail in Dumai. Clothing, accessories and other basic needs of the community are sold by Citimall Matahari Department Store. Prices are adjusted to attract the target market, namely middle to upper class customers. In 2019, Citimall Matahari Department Store was established, around 230 people work at the Store, 90% of whom are local Dumai City residents (Satria 2019). Currently, Citimall Matahari Department Store Dumai is facing a problem, namely the percentage increase in sales in 2020 has decreased compared to the previous year. According to the information records of Citimall Matahari Department Store in 2019 - 2020 there was an increase in the percentage of sales. In 2019 - 2020 there was an increase in sales of Rp. 745,650,250, which is around 9.19%, while in 2020 - 2021 there was only an increase in sales of Rp. 778,445,600 which is about 4.40%. Even though there is an increase every year, in 2021 there will be no visible percentage increase in the proportion of sales relative to the percentage increase in sales in 2019. In this case, it is clear that competition cannot be separated from the decline in the proportion of sales at Citimall Matahari Department Store. It is predicted to go bankrupt in its efforts (Satria 2019), coupled with the threat of new

competitors and substitute goods (online stores) as well as the increasing bargaining power of buyers and suppliers, so that product sales soar, retailers need the right marketing strategy so that customers still want these products, encouragement to buy is one strategy to influence consumer behavior to maintain demand for a product. Purchase intention is very important for businesses because it encourages consumers to make purchases, which has the effect of increasing revenue, while low buying interest reduces company income and causes company losses.(Keller 2016).

Since the inauguration of Citimall Matahari Department Store in 2019, there have been around 4,069 people who have Matahari member cards issued by Citimall Matahari Department Store . In addition, for the public, the price of products at Matahari, which is relatively new, is considered expensive. Perceived prices for consumers tend to be more expensive than elsewhere. So customers choose to make purchases elsewhere. According to consumer perceptions, the tariffs set are not in accordance with the level of people's purchasing power and product quality for some of the products offered. With so many competitors emerging that can influence positive perceptions of Matahari Department Store, it is necessary to make efforts to keep people's perceptions of Matahari positive by maintaining product quality and selling prices in the face of competition. In addition to quality and selling price, the services provided also need to be improved, because consumer satisfaction will increase positive perceptions of the products being sold. However, with so many visitors coming to Citimall Matahari Department Store Dumai, it is not yet possible to determine if they actually made a purchase or not.

METHOD

The object of this research is Citimall Matahari Department Store, Dumai City, Floor 1 which is located at Jl. Bukit Datuk Lama, Dumai Selatan District, Kota Dumai, Riau, 28826. This research was conducted from August 2022 to November 2022. The population in this study were visitors to Citimall Matahari Department Store who had made purchases at Citimall Matahari Department Store , Dumai city. The total population in this study was 4,069 populations. The sampling technique in this study used a non-probability sampling technique with the accidental sampling method. Sampling in this analysis uses the Slovin formula. Based on the calculation results, the number of samples used was 97.60, According to Arikunto (2014) in (Ramalingam et 2019) mentions that it is better to take all subjects if it is less than 100. So this research took 100 respondents. Technical data analysis using multiple linear regression analysis techniques, research instruments such as validity and reliability tests, as well as classical assumption tests with the help of IBM SPSS for windows 26 software.

RESULTS AND DISCUSSION

Interest in buying arises due to the trust of consumers in a product accompanied by the ability to make purchases. As for inside (Aplikasi 2018) Consumer buying interest is one of the elements that shape consumer attitudes in using a product with their desire to buy. Furthermore, according to perception (Amstrong and Keller, 2016, p. 228) Perception can take the form of a relationship with the environment and one's condition, There are positive and negative perceptions. If customers have a good perception of the company's products, it will produce a good perception, and vice versa. A person's perception is shaped by his ideas and the world around him. Actual reality or reality is very different from perception through the naked eye. When discussing a product, there are aspects that need attention, namely perceptions of price, perception of quality and perception of lifestyle. Dwijayanti, (2020) define Perceived price is the customer's assessment of whether or not the price offered by the seller is cheap and compares prices with other parties that are cheaper, more appropriate or justifiable. Setting a price is not easy, there are several processes that must be passed. This is done so that the company can make a profit. A company must go through several processes to determine the price of a product. The consumer's perception of fair pricing does not necessarily imply that the price is low and reasonable at the time of the transaction, but rather reflects perceived value. Consumers believe that goods with high prices are of good quality, whereas they believe that products with low prices are of low quality. One of the factors that influence product selection related to customer purchasing decisions is price perception.

The customer's view of the quality or superiority of goods or services over competitors' goods is known as perceived quality. The consumer's evaluation of the overall quality or superiority of a good is known as perceived quality. According to Vina Herawati, (2020), perceived quality is described as a consumer evaluation of the overall superiority or superiority of a product. In (Vina Herawati 2020), there are 4 dimensions of product quality. The four dimensions are reliability, durability, aesthetics and design, and perceived quality. According to Nisal Rochana Gunawardane (2015: 103) in (Vincent Sjaklif, Hendra 2020) perceived quality explains the reasons and expectations for buying products or services at different prices.

The perception that customers have of a brand of a product or service is part of the quality of the brand. A consumer's decision to consume a product from a certain brand, so that consumers have satisfaction when consuming the product and want to make a purchase can be influenced by perceived quality (Sutikno, 2020 in (Bremila & Matondang, 2022)). Since the customer's perceived quality cannot be determined objectively, it is defined as the customer's opinion about the superiority of a service or product that the customer wants. What is important to customers will be reflected in their perceptions. Perception Lifestyle is a person's way of thinking, which is reflected in his choice of activities, interests and points of view. Lifestyle refers to consumption habits that represent a person's taste for goods and their time and financial priorities. The consumer's perspective on life, which can be determined by how people spend their time, the things they value in their environment, (IKRAITH. HUMANIORA, 2018). Based on the theoretical basis and previous research above, the following hypotheses can be formulated: (1) H1: Perceived price affects purchase intention, (2) H2: Perceived quality influences purchase intention and (3) H3: Perceived lifestyle influences purchase intention buy.

Data based on the results of distributing questionnaires, in this study the majority of consumers who shop were dominated by women at 64%, while the rest were men at 36%. Respondents aged 18 to 34 years dominated both respondents who had purchased Citimall Matahari Department Store products with a percentage of 79%. Next the majority of 83 respondents who have visited to Citimall Matahari Department Store 1 to 2 times. Then 15 respondents had visited 3 to 4 times and 2 respondents had visited Citimall Matahari Department Store, Dumai city, more than 5 times. In the activity of the respondents, there were 40 people out of 100 respondents who were more dominant in making purchases or shopping at the Citimall Matahari Department Store, Dumai city. 38 people were just looking around, just to take the time (refreshing) when visiting Citimall Matahari Department Store, and 22 other people visited just to compare Matahari's products with competitors' products.

Validity Test

Table 1. Validity Test Results

Items	rcount	rtable	Ket
Price Perception (X1)			
The prices offered by Matahari Department Store are affordable for consumers	747**	0.1966	VALID
The price offered by Matahari Department Store is in accordance with the quality	694**	0.1966	VALID
The prices offered by Matahari Department Store are in accordance with the benefits	669**	0.1966	VALID
The prices offered by Matahari Department Store are lower than other stores	673**	0.1966	VALID
The price offered by Matahari Department Store varies according to product quality	695**	0.1966	VALID
Perceived Quality (X2)			
Matahari Department Store is useful for me	734**	0.1966	VALID
Matahari Department Store sells products with guaranteed quality	789**	0.1966	VALID
The products sold by Matahari Department Store match my body	737**	0.1966	VALID
Innovative selection of colors for Matahari Department Store products	712**	0.1966	VALID
I feel that Matahari Department Store products can provide comfort when worn	698**	0.1966	VALID
Perception of Lifestyle (X3)			
I bought because of daily needs	731**	0.1966	VALID
Buy on your own	660**	0.1966	VALID
I bought at Matahari Department Store because of an advertisement	666**	0.1966	VALID
I bought because of a previous purchase	659**	0.1966	VALID
I want to try a new experience at Matahari Department Store	698**	0.1966	VALID
Buying Interest (Y)			
I am interested in buying at Matahari Department Store	738**	0.1966	VALID
I am interested because of quality and reliable products	807**	0.1966	VALID
I will refer Matahari Department Store to other people who will buy	751**	0.1966	VALID
I am more interested in buying at Matahari Department Store than other places	719**	0.1966	VALID
I want to try buying other products at Matahari Department Store	717**	0.1966	VALID

Table 2.Reliability Test Results

Variable	Cornbach's Alpha	Information
Price Perception (X1)	0.732	<i>Reliable and Normal</i>
Perceived Quality (X2)	0.783	<i>Reliable and Normal</i>
Perception of Lifestyle (X3)	0.712	<i>Reliable and Normal</i>
Buying Interest (Y)	0.798	<i>Reliable and Normal</i>

Based on the validity test, it shows that the validity test data on rcount is positive and greater than rtable of 0.1996 so that it can be concluded that all indicators of perceived price, perceived quality and perceived lifestyle are declared valid. Then, based on the reliability test showed that all variables have Cronbach's Alpha greater than 0.6, this means that all statements related to the variable perceived price, perceived quality and perceived lifestyle can be declared reliable and normal.

Multiple Regression Analysis

Table 3.Results of Multiple Linear Regression Analysis

Model	Unstandardized B	t	Sig.
(Constant)	-474	-262	,000
Price Perception	,299	3,681	,000
Perceived Quality	,348	3,665	,000
Lifestyle Perception	,412	3,233	,000

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

$$Y = -474 + 0.299X_1 + 0.348X_2 + 0.412X_3$$

- a. Constant value = - 474

Based on the results of multiple linear regression tests in table 5.12, it can be seen that if the independent variable values (X1, X2 and X3) are 0, then the value of Perceived Purchase Interest (Y) is -474, which means that only -474 factors are used to influence consumer perceptions of consumer buying interest in the product.

- b. $b_1 = 0.299$

The X1 coefficient of 0.299 means that every time there is an increase in X1 by 1%, consumer buying interest increases by 0.299 or vice versa, every time there is a decrease in X1 variable by 1%, consumer buying interest decreases by 0.299.

- c. $b_2 = 0.348$

The X2 coefficient of 0.348 means that every time there is an increase in X2 by 1%, consumer buying interest increases by 0.348 or vice versa every time there is a decrease in the X2 variable by 1%, consumer buying interest decreases by 0.348.

- d. $b_3 = 0.412$

The X3 coefficient of 0.412 means that every time there is an increase in X3 by 1%, consumer buying interest increases by 0.412 or vice versa, every time there is a decrease in the X3 variable by 1%, consumer buying interest decreases by 0.412.

Hypothesis test

Table 4.Partial Test Results

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.474	1.811		-.262	.794
	Persepsi Harga	.299	.081	.289	3.681	.000
	Persepsi Kualitas	.348	.095	.309	3.665	.000
	Persepsi Gaya Hidup	.412	.097	.339	4.233	.000

a. Dependent Variable: Minat Beli Konsumen

Table 5.Simultaneous Test Results (F)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	404.158	3	134.719	32.752	.000 ^b
	Residual	394.882	96	4.113		
	Total	799.040	99			

a. Dependent Variable: Minat Beli Konsumen
 b. Predictors: (Constant), Persepsi Gaya Hidup, Persepsi Harga, Persepsi Kualitas

Table 6.Determinant Coefficient Test Results (R2)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	404.158	3	134.719	32.752	.000 ^b
	Residual	394.882	96	4.113		
	Total	799.040	99			

a. Dependent Variable: Minat Beli Konsumen
 b. Predictors: (Constant), Persepsi Gaya Hidup, Persepsi Harga, Persepsi Kualitas

Based on table 4, it is known that the results of the partial test (t), obtained the tcount > from the ttable value of 1.661. So it can be concluded that the independent variable has a partial influence on purchase intention. Next, from table 5, it is known that the results of simultaneous testing (F), obtained Fcount > Ftable 2.70, thus it can be concluded that perceived price, perceived quality and perceived lifestyle simultaneously have a significant effect on consumer buying interest. Furthermore, from the values in table 6 above, it is known that the variables perceived price, perceived quality and perceived lifestyle affect consumer buying interest by 49.0% and 51.0% are influenced by other variables not examined in this study.

Discussion

a. The Influence of Price Perceptions on Purchase Intentions for Matahari Department Store Products at Citimall, Dumai City.

In this study, the price perception variable (X1) has a positive and significant effect on consumer buying interest, with the results obtained from the t-test variable price perception = 3.681 with sig. 0.00. sig. value obtained looks smaller (<) than $\alpha = 0.05$, thus proving the hypothesis that perceived price has a significant effect on purchase intention. The existence of this significant and positive number indicates that the more affordable the perception of price is, the more influential it is and increases the interest in buying Matahari Department Store products at Citimall, Dumai city. This is similar to research (Erlanda Vauzand 2022) argues that price perception has a significant positive effect on purchasing decisions. The results of his research state that price perceptions have a positive and significant influence on purchasing decisions.

b. The Influence of Perceived Quality on Purchase Intentions for Matahari Department Store Products at Citimall, Dumai City.

In this study, proving that the perceived quality variable (X₂) has a positive and significant effect on purchase intention with the t-test results obtained for perceived quality variable = 3.665 from $\alpha = 0.05$, thus proving the hypothesis that quality has a significant effect on consumer purchase intention. The existence of this significant and positive number indicates that the higher the quality, the more influential and increasing interest in buying Matahari Department Store products at Citimall, Dumai city. This is in accordance with the results of research conducted by (Roony et al. 2019) which states that perceived quality shows a positive coefficient of 0.320. So it can be concluded that an increasingly positive perception of quality will increase consumer buying interest in the product.

c. The Influence of Perceptions of Lifestyle on Interest in Buying Matahari Department Store Products at Citimall, Dumai City

Based on Yosie Anne Putri's research (2019) in (Muniarti 2021) argues that the effect of lifestyle on purchase intention is significant and has a positive impact. So that supports research from Diyah and Wijaya (2017) in (Muniarti 2021), which shows that consumer buying decisions are related to lifestyle and concludes that the tool for estimating consumer purchase intentions is a healthy consumption lifestyle. Similar to this study, which proves that the lifestyle perception variable (X₃) has a positive and significant effect on consumer buying interest with the results obtained from the t test lifestyle perception variable = 4.233 from $\alpha = 0.05$, thereby proving the hypothesis stating perceptions of lifestyle significant effect on consumer buying interest. The existence of this significant and positive number indicates that the higher the consumer's lifestyle, the more influential and increasing the interest in buying Matahari Department Store products in the citimall, Dumai city. This means that any increase in lifestyle will increase consumer interest in purchasing. This happens because of the changing times which are increasingly modern so that consumers are competing to follow lifestyle trends.

CONCLUSION

- a. Consumer perception of price has a positive and significant effect on consumer buying interest in Matahari Department Store products at Citimall, Dumai city. From the results of observations, it is known that some respondents agree with one aspect of price perception, namely the suitability of quality with the price of Matahari Department Store products with an average value of 55.7%. This shows that the perception of price in accordance with the quality of a product is able to compete in the market.
- b. Consumer perceptions of quality have a positive and significant effect on consumer buying interest in Matahari Department Store products at Citimall, Dumai city. This shows that consumer satisfaction and purchase intention are inversely related to product quality, the higher the product quality, the higher the level of consumer satisfaction and the lower the product quality, the lower the level of satisfaction and consumer buying interest. From the results of observations, it is known that several respondents agree that Citimall Matahari Department Store sells guaranteed quality products with an average value of 54.7%. This is proven by the existence of a variety of products that can cause consumers to want to buy.
- c. Consumer perceptions of lifestyle have a positive and significant effect on consumer buying interest in Matahari Department Store products at Citimall, Dumai city. This shows that the higher the lifestyle (activity/interest/opinion) of a consumer, the higher their level of satisfaction in buying interest, and vice versa if their lifestyle (activity/interest/opinion) falls, the consumer's satisfaction in buying intention will be higher. will come down too. From the results of observations, it is known that some consumers are more amenable to buying Matahari Department Store products at Citimall, Dumai city according to their own wishes with an average value of 52.8%.

RECOMMENDATION

- a. Matahari must maintain its existing prices, however, further improve the quality and quality of its products. The more variations of a product, consumers have many choices and are faced with varied prices. Of course, consumers are able to assess whether a product has an appropriate and reasonable price for what they will get, consumers will also adjust according to their respective abilities when purchasing interest arises.
- b. Matahari Department Store Company Citimall must be able to create products that have high value for money if the product is to be accepted by the market. A product is said to have a high value for money if it has the right use value and exceeds what competitors have, by having a competitive price. So that there is added value from the products sold by Matahari and can be felt by consumers.

- c. Citimall Matahari Department Store company must be able to set a more competitive price to be able to get a big advantage in the market, the company must be good at setting strategies regarding product pricing, where in setting prices for each product, the company uses product standard prices from competing companies as material. consideration, of course the standard price of the product under consideration is the standard price of products of the same type. With competitive prices (below or above the average market price) it will be easier to attract consumers. In addition, using this competitive pricing policy, Citimall Matahari Department Store will find it easier to measure opportunities and benefits. In pricing,
- d. They should also pays more attention to the prevailing prices of similar products, so that the company can more quickly react to the prices of each type of product so that the company can better monitor the prices of competitors from similar companies.
- e. In addition, Citimall Matahari Department Store can also add and maintain variations in discounted prices, because discounted prices can affect a good store image so that consumers have a good perception of the store. Collaborating with banks in terms of making special credit cards intended for consumers is one way to provide special discounts for consumers. In addition, discounts are also provided not only on holidays or end season sales, but every month with a more diverse range of products. Giving a large discount (50% and above) will also trigger unplanned purchases more than a small discount. This can be taken into consideration in using other promotional tools that are similar to discounts, for example giving coupons, vouchers or buy 1 get 2.
- f. Matahari Department Store Company must continue to maintain the quality and quality that it already has by managing production resources and human resources more effectively and efficiently, so that it continues to be able to compete with similar companies.
- g. It is also expected to continue to improve the quality of the products it produces by providing quality according to specifications, reliability and main functions.
- h. Citimall Matahari Department Store is also expected to create products that have quality value by providing a more attractive appearance, because buyers tend to buy products that can be the center of attention of others. By adding product benefits and creating innovations that are not owned by competitors.
- i. In addition, making a unique packaging design and shape can have a selling point compared to similar products, products that have value in terms of appearance and quality as well as the benefits offered will determine the purchase intention of consumers.
- j. Considering that in recent years, denim and jeans have been very popular in the world of fashion, therefore Citimall Matahari Department Store is also advised to make a special store for denim or jeans, because denim is very popular and liked by various groups, both young people and the elderly. adults, this is because the quality of these products is very comfortable and strong for everyday use even when working outdoors.
- k. Not only that, Citimall Matahari Department Store must also complement the latest fashion products and keep up with fashion trends with department competitors or other fashion markets.
- l. The Matahari department store company also needs to select products that will be used as Matahari's private label, especially from suppliers whose quality has never been tested. This is done to reduce the risk of product failure, where it can increase the risk on customer perceptions. Products whose quality is maintained by having the expected price according to previous price perceptions, will be maintained.
- m. The Matahari Company can also improve the quality of the events held by Citimall Matahari Department Store, so that many consumers see and increase the attention of consumers towards Matahari products so that later they can increase buying interest in products.
- n. Citimall Matahari Department Store is advised to pay more attention to AIO (Activity, Interest and Opinion) lifestyle factors, especially Opinions. In general, it can be seen as a lifestyle that is defined by how people spend their time (activities), what they care about (interests), and how they perceive themselves and their environment (opinions) as well as perceptions that can affect consumer purchase intentions for products. Citimall Matahari Department Store. For example, Matahari must pay more attention to the development of fashion in Indonesia and provide clear information to consumers about the products owned by Matahari Department Store.

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