

# The influence of psychological factors on the the purchasing decision of oriflame products (Study on students of the Faculty of Economics UNWAHA)

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**ARTICLE INFO****Article history:**

Received Oct 06, 2023

Revised Oct 27, 2023

Accepted Oct 30, 2023

**Keywords:**

Attitude;  
Learning;  
Motivation;  
Perception;  
Purchasing Decisions.

**ABSTRACT**

The aim of this research is to find out whether motivation, perception, learning, beliefs and attitudes influence Oriflame purchasing decisions among students at the economics faculty at KH University. A. Wahab Hasbullah Jombang Rice Pond. This research uses quantitative research methods. The research method that will be used in this research is an associative method with a quantitative approach. The use of this quantitative associative method is to explain the influence of psychological factors on purchasing decisions for Oriflame products (study of UN The use of this quantitative associative method is to explain the influence of psychological factors on purchasing decisions for Oriflame products (study of UNWAHA economics faculty students). Data analysis in this research is using the Likert scale method and using multiple linear regression methods and the data is analyzed using the SPSS 26 program. Based on the results of research and analysis using the SPSS 26 program, it is partially proven that motivation has no effect, perception has an effect, learning has an effect, trust has no effect, attitudes have an effect and simultaneously these psychological factors still have an insignificant effect on purchasing decisions.

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**1. INTRODUCTION**

The increasingly rapid change and development of technology and information causes competition in the business world to become more competitive. We can see this with the increasing emergence of new products with brilliant innovations (Bal & Erkan, 2019; McFarlane, 1984; Van Veldhoven & Vanthienen, 2022).

A consumer's decision to purchase a product, be it goods or services to fulfill their needs and desires, is not only influenced by the type of product and the consumer's level of education and income but is also influenced by cultural factors, social factors, personal factors and psychological factors. in purchasing products, both goods and services (Cakranegara et al., 2022; Giau et al., 2020; Pina & Dias, 2021; Wikansari et al., 2023).

Oriflame is a cosmetics company that offers high quality natural cosmetics and skin care products through its own seller network which is different from the general retail system. Oriflame also emphasizes the use of natural ingredients and essences. Oriflame products are guaranteed to be pure and of high quality, developed in high-tech factories under strict quality and environmental controls. And not only that, Oriflame also uses aerosols that are familiar and safe against ozone, Oriflame product packaging can be recycled and is safe for the environment.

According to (Dewi et al., 2021) motivation is encouragement that arises from within oneself or oneself (the environment) which is a driving factor towards the goals one wants to achieve. According to (Febriani et al., 2021) perception is a process involving the entry of messages or information into the human brain continuously making contact with the environment through the senses, namely the senses of sight, hearing, touch, taste and smell. Learning is the knowledge that individuals have about purchasing or consuming based on experiences that they will apply in the future (Katharina et al., 2021). Trust According to (Riadi, 2021) trust is considered as an encouragement in various transactions between sellers and buyers to ensure consumer satisfaction and using it in a real way will give rise to consumer trust and create a sense of satisfaction. According to (Armi et al., 2019), Attitude is the most important concept in the study of consumer behavior, by influencing consumer attitudes marketers hope to influence consumer purchasing behavior.

According to (Riadi, 2020) the purchasing decision process consists of five stages, namely the need recognition stage, information search, alternative evaluation, purchasing decision, and post-purchase behavior. Problem formulation Do motivational factors influence the decision to purchase Oriflame products among Unwaha economics faculty students? Perception influences the decision to purchase Oriflame products among students at the Faculty of Economics, Unwaha, Do learning factors influence the decision to purchase Oriflame products among students at the Faculty of Economics, Unwaha, Do trust factors influence the decision to purchase Oriflame products among students at the Faculty of Economics, Unwaha, Do attitude factors influence purchasing decisions? Oriflame products among students at the Faculty of Economics, Unwaha. Do motivation, learning perceptions, beliefs and attitudes simultaneously influence the decision to purchase Oriflame products among students at the Faculty of Economics, Unwaha?.

The aim of the problem is to find out the influence of motivational factors on the decision to purchase Oriflame products among students at the Faculty of Economics, Unwaha, to find out the influence of perception factors on the decision to purchase Oriflame products among students at the

Faculty of Economics, Unwaha, to find out the influence of learning factors on the decision to purchase Oriflame products among students at the Faculty of Economics, Unwaha, to find out the influence of trust factors on the decision to purchase Oriflame products among Unwaha economics faculty students, to find out the influence of attitudes on Oriflame product purchasing decisions among Unwaha economics faculty students, to find out the simultaneous influence of motivation, perception, learning, trust and attitude on product purchasing decisions Oriflame students at the Unwaha Faculty of Economics.

## 2. RESEARCH METHODS

Quantitative methods are research methodologies that are based on philosophy, used to research certain populations or samples and to test hypotheses that have been determined. The type of research used in this research uses survey research. In survey research, information is collected from respondents using a questionnaire (Sugiyono, 2015).

This population is a generalization area consisting of objects or subjects that have certain qualities or characteristics determined by the researcher to be studied and then conclusions drawn. The population that will be studied in this research are 80 Unwaha economics faculty students who have used Oriflame products (Sugiyono, 2018).

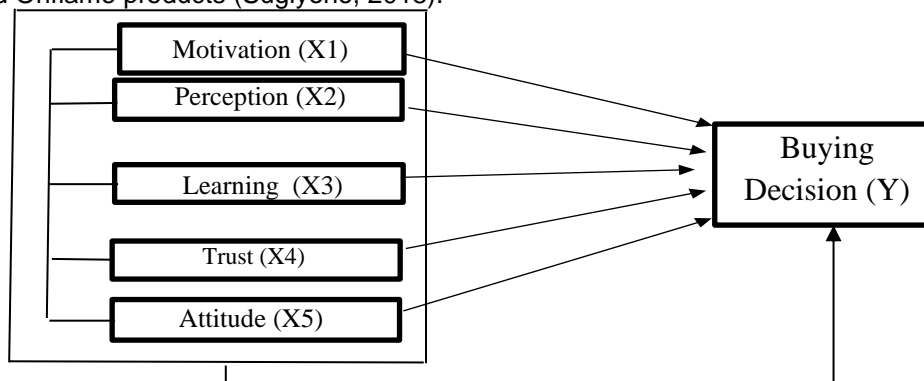


Figure 1. Research Framework

### 3. RESULTS AND DISCUSSION

**Table 1.** Results Coefficients<sup>a</sup>  
Unstandardized Standardized  
Coefficients Coefficients

Model	B	Std. Error	Beta	t	Sig.
(Constant)	1285	2,616		.491	.625
Motivation	-.031	.107	-.031	-.292	.771
perception	-.307	.117	-.309	-2,621	.011
learning	.467	.166	.420	4,024	.000
trust	.200	.111	.184	1,803	.075
Attitude	.624	.093	.648	6,715	.000

Sumber : SPSS Processed Data, 2023

From the results of the calculations equations the statistical analysis of the multiple linear regression, interpreted that :

1. The constant value ( $a = 1,285$ ) shows that if all independent variable values = 0 then the value of the purchasing decision variable is 1,285 units assuming the other variables are constant.
2. The motivation coefficient value ( $X_1 = -0.031$ ) shows that for every change in the motivation factor of 1 unit, the purchasing decision will change by -0.031 units assuming other variables are constant.
3. The perception coefficient value ( $X_2 = -0.307$ ) shows that for every change in the perception factor of 1 unit, the purchasing decision will change by -0.307 units assuming other variables are constant.
4. The learning coefficient value ( $X_3 = 0.467$ ) shows that for every change in the learning factor of 1 unit, the purchasing decision will change by 0.467 units assuming other variables are constant.
5. The trust coefficient value ( $X_4 = 0.200$ ) shows that for every change in the trust factor of 1 unit, the purchasing decision will change by 0.200 units with other variables constant.
6. The attitude coefficient value ( $X_5 = 0.624$ ) shows that for every change in the attitude factor of 1 unit, the purchasing decision will change by 0.624 units with other variables constant. This T test was carried out at a level of 5% ( $\alpha = 0.05$ ) which can be seen in table above.

This T test was carried out with a significance level of 5% ( $\alpha = 0.05$ ) which can be seen in table 4.19 above. Based on table 4.19 above, it can be concluded that:

1. In table 4.19 above, it is known that the significant value for the influence of motivation on purchasing decisions is  $0.771 > 0.05$  and the calculated t value is  $-0.292 > t_{table} 0.2199$ , so it can be concluded that  $H_0$  is accepted and  $H_a$  is rejected, which means that motivation is not significant in buying decision.
2. In table 4.19 above, it is known that the significant value for the influence of perception on purchasing decisions is  $0.011 < 0.05$  and the calculated t value is  $-2.621 > t_{table} 0.2199$ , so it can be concluded that  $H_a$  is accepted and  $H_0$  is rejected, which means there is an influence of perceptions on purchasing decisions.
3. In table 4.19 above, it is known that the significant value for the influence of learning on purchasing decisions is  $0.000 < 0.05$  and the calculated t value is  $4.024 > t_{table} 0.2199$ , so it can be concluded that  $H_a$  is accepted and  $H_0$  is rejected, which means there is a significant influence of learning towards purchasing decisions.
4. In table 4.19 above, it is known that the significant value for the influence of trust on purchasing decisions is  $0.075 > 0.05$  and the calculated t value is  $1.803 < t_{table} 0.2199$ , so it can be concluded that  $H_0$  is accepted and  $H_a$  is rejected, which means there is no significant influence of trust on purchasing decisions.
5. In table 4.19 above, it is known that the significant value for the influence of attitude on purchasing decisions is  $0.000 < 0.05$  and the calculated t value is  $6.715 > t_{table} 0.2199$ , so it can be concluded that  $H_a$  is accepted and  $H_0$  is rejected, which means there is a significant influence of attitude on buying decision.

**Table 2.** F test results  
ANOVA<sup>a</sup>

Model	Sum of Squares	Df	MeanSquare	F	Sig.
Regression	2166029	5	433,206	42,498	.000 <sup>b</sup>
residual	744,123	73	10.193		
Total	2910.152	78			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Attitude, Learning, Motivation, Belief, Perception

Source: SPSS Data 26, 2023

From the results of the analysis using SPSS above, the calculated F value was  $38.063 > F$  table 3.11. Thus, the variables of motivation, perception, learning, belief and attitude simultaneously have a positive and significant effect on the decision to purchase Oriflame products among Unwaha economics faculty students.

### 1. The influence of motivation on purchasing decisions on Oriflame products.

Based on the results of the frequency distribution of the motivation variable (X1), it is known that of the 80 respondents in this study, 18 people or 22.5% were in the poor criteria, 39 people or 48.8% were in the adequate criteria and 23 people or 28.7% were in the good criteria.

In the motivation variable, there is an indicator of the amount of motivation for consumers in the indicator of the amount of discounts given to consumers for Oriflame products. According to (Kusmarini et al., 2020) motivation is encouragement that arises from within oneself or oneself (the environment) which is a driving factor towards the goals one wants to achieve. This driving force is generated by the unpleasant state of stress that arises as a result of unfulfilled needs and desires.

Based on partial hypothesis testing (T Test) above with the value in table 4.19 above, it is known that the significant value for the influence of motivation on purchasing decisions is  $0.771 > 0.05$  and the calculated t value is  $-0.292 < t$  table 0.2199, so it can be concluded that  $H_0$  accepted and  $H_a$  rejected, which means there is no influence of motivation on purchasing decisions. The results of the regression analysis for the regression value of the motivation coefficient ( $X1 = -0.031$ ) show that for every change in the motivation factor of 1 unit, the purchasing decision will change by -0.031 units.

As follows, it can be concluded that motivation is in accordance with the hypothesis prepared, namely that motivation is also very influential and even very significant in the decision to purchase Oriflame products for students at the Unwaha economics faculty.

This research is in line with research conducted by (Kahler, 2018) which states that the variables Motivation, Perception, Learning, Belief and Attitude have a partial and simultaneous influence on purchasing decisions for HPAI products among the people of Pekanbaru city. The result of the coefficient of determination is 0.495, which shows that the variables Motivation, Perception, Learning, Trust and Attitude as a whole have an influence of 49.5% on purchasing decisions, while the remaining 50.5% is influenced by other variables such as price, personal, style factors. life, social factors, reference groups and others that were not examined in this research.

### 2. The influence of perceptions on purchasing decisions of Oriflame products.

Based on the results of the frequency distribution of the perception variable (X2), it is known that of the 80 respondents in this study, 18 people or 22.5% were in the poor criteria, 36 people or 45.0% were in the adequate criteria and 26 people or 32.5% were in the good criteria. .

Perception is a cognitive process in which individuals select, organize and give meaning to environmental stimuli (Sari et al., 2022). According to (Agapito et al., 2013) perception is a process involving the entry of messages or information into the human brain continuously making contact with the environment through the senses, namely the senses of sight, hearing, touch, taste and smell. According to (Fairliantina & Paniroi, 2022) stated that: "Perception is the process of selecting, compiling and interpreting information to obtain meaning.

Perception variables are impressions obtained by individuals through the five senses which are then analyzed (organized), interpreted and then evaluated, so that the individual obtains meaning. Robbins defines perception indicators into two types, namely acceptance and selection.

In this variable, 80 research respondents. In table 4.19 above, it is known that the significant value for the influence of perception on purchasing decisions is  $0.011 < 0.05$  and the calculated t

value is  $-2.621 > t$  table  $0.2199$ , so it can be concluded that  $H_a$  is accepted and  $H_o$  is rejected which means there is an influence of perception on purchasing decisions. The results of the regression analysis of the perception coefficient value ( $X_2 = -0.307$ ) show that for every change in the perception factor of 1 unit, the purchasing decision will change by  $-0.307$  units. The research is in line with research conducted by (Kymäläinen et al., 2021) which states that psychological factors influence purchasing decisions on beauty products.

### **3. The influence of learning on purchasing decisions of Oriflame products.**

Based on the results of the learning frequency distribution ( $X_3$ ), it is known that of the 80 respondents in this study, 3 people or 3.8% were in the poor criteria, 44 people or 55.0% were in the adequate criteria and 33 people or 41.3% were in the good criteria.

Learning is the knowledge that individuals have about purchasing or consuming based on experience that they will apply in the future (Kymäläinen et al., 2021). In the trust variable, there are indicators. Information obtained from consumer experience is the result of several interactions that customers carry out with your business in teams and interaction points. Personal experience is experience that has been experienced by an individual and involves the individual himself. obtained from sellers, Information obtained from the media.

In this variable, 80 research respondents. In table 4.19 above, it is known that the significant value for the influence of perception on purchasing decisions is  $0.000 < 0.05$  and the calculated  $t$  value is  $-2.621 > t$  table  $0.2199$ , so it can be concluded that  $H_a$  is accepted and  $H_o$  is rejected which means there is an influence of learning on purchasing decisions. The results of the regression analysis of the perception coefficient value ( $X_3 = 0.467$ ) show that for every change in the learning factor of 1 unit, the purchasing decision will change by  $0.467$  units.

This research is in line with research conducted by (Suharni, 2012) with research results that product quality, price and brand image have a significant influence on Oriflame purchasing decisions and simultaneously product quality, price and brand image have an influence on purchasing decisions. From the results of this research, it was found that the price variable has the most dominant influence on purchasing decisions at PT. Orindo Alam Ayu in Pekanbaru with an average number of 392.6 and based on regression results of 0.957 or in other words, competitive prices really determine good product quality at PT. Orindo Alam Ayu.

### **4. The influence of trust on purchasing decisions of Oriflame products.**

Based on the results of the frequency distribution of the trust variable ( $X_4$ ), it is known that of the 80 respondents in this study, 5 people or 6.3% entered the poor criteria, 33 people or 41.3% entered the adequate criteria and 42 people or 52.5% entered the good criteria.

From the trust variable there are indicators, namely Seriousness/Sincerity, how much a person trusts the seller to behave well towards consumers, Ability, a current assessment of what a person can do. In this case, how is the seller able to trust the buyer and provide a guarantee of satisfaction and security when making a transaction? Integrity, how much confidence a person has in the seller's honesty to maintain and fulfill the agreement that has been made to the consumer, Willingness to depend on the consumer's willingness to depend on the seller in the form of accepting risks or possible positive consequences.

Based on the results of hypothesis testing in table 4.19 above, it is known that the significant value for the influence of trust on purchasing decisions is  $0.075 > 0.05$  and the calculated  $t$  value is  $1.803 < t$  table  $0.2199$ , so it can be concluded that  $H_o$  is accepted and  $H_a$  is rejected which is This means that there is no influence of trust on purchasing decisions. In table 4.19 above, it is known that the significant value for the influence of trust on purchasing decisions is  $0.075 > 0.05$  and the calculated  $t$  value is  $1.803 < t$  table  $0.2199$ , so it can be concluded that  $H_o$  is accepted and  $H_a$  is rejected, which means there is no influence. confidence in purchasing decisions.

This research is in line with research conducted by (Septinar et al., 2018) with research results. Partial test results show that motivation variables have a significant influence on purchasing decisions, perception variables have a significant influence on purchasing decisions, and trust variables have a significant influence on purchasing decisions. Simultaneous test results show that there is a significant influence of motivation, perception and trust on the decision to purchase Wardah cosmetics in Medan City.

### **5. Influence between attitudes towards purchasing decisions of Oriflame products.**

Based on the results of the distribution of the attitude variable (X5), it is known that of the 80 respondents in this study, 6 people or 8.8% were in the poor criteria, 32 people or 40.0% were in the adequate criteria and 41 people or 51.2% were in the good criteria.

In the attitude variable there are indicators that products are lagging behind, they are no longer popular or in demand by the market due to innovation or new developments in the industry. It can also be said that the product is no longer in accordance with consumer needs or frequency. Desire products refer to products or goods that are not basic or urgent needs, but are dreamed of or desired by consumers. Products that consumers like can vary depending on individual preferences and needs. Products reliable products that have good quality, are reliable and provide performance, the best products are products that have the highest quality and provide satisfaction to consumers.

According to (Armi et al., 2019), attitude is the most important concept in the study of consumer behavior, by influencing consumer attitudes, marketers hope to influence consumer purchasing behavior. Attitude is something that determines the nature, nature, both current and future actions.

Based on the results of hypothesis testing in table 4.19 above, it is known that the significant value for the influence of attitude on purchasing decisions is  $0.000 < 0.05$  and the calculated t value is  $6.715 > t$  table  $0.2199$ , so it can be concluded that  $H_a$  is accepted and  $H_o$  is rejected, which means there is an influence of attitude. on purchasing decisions.

From the results of the analysis using SPSS above, the calculated F value was  $38.063 > F$  table  $3.11$ . Thus, the variables of motivation, perception, learning, belief and attitude simultaneously have a positive and significant effect on the decision to purchase Oriflame products among Unwaha economics faculty students.

This research is also in line with research conducted by (Asri & Andadari, 2023) with research results showing that consumer motivation variables have a positive and significant effect on purchasing decisions at the Toyota Innova Toyota Graha Antasari Samarinda Dealer. The perception variable has a positive and significant effect on purchasing decisions at the Toyota Innova Toyota Graha Antasari Samarinda Dealer. The consumer attitude variable has a positive and significant effect on purchasing decisions at the Toyota Innova Toyota Graha Antasari Dealer

#### **6.The influence of motivation, perception, learning, belief, and attitudes simultaneously on oriflame purchasing decisions.**

Based the results of frequency ( Y ) known out of respondents in research there or % the less satisfied , 33 people or 41.3% entered adequate criterion and 43 people % good criteria .

From the results of the analysis using SPSS above, the calculated F value was  $38.063 > F$  table  $3.11$ . Thus, the variables of motivation, perception, learning, belief and attitude simultaneously influence but are not significant on the decision to purchase Oriflame products among Unwaha economics faculty students. Based on table 4.19 above, it is known that the R Square value is  $0.744$ , this means that the influence of motivation, perception, learning, belief and attitude variables simultaneously on purchasing decisions is  $77.4\%$  and  $22\%$  is influenced by other factors.

This shows that there are many things that can influence a person's decision making. From the test results, the R value is  $0.863$ , which shows that there is a relationship between the variables of motivation, perception, learning, trust and attitude towards purchasing decisions, including the strong relationship category. This research is in line with research conducted by (Poespa et al., 2021) with the results obtained that promotions have a partial and significant effect on purchasing decisions, which can be proven from the results of price perception  $t > t$ table, namely  $3,172 > 2,030$ . Simultaneously, product quality, price perception and promotion have a positive and significant effect. The coefficient of determination was obtained with a value of  $0.635$ , so it can be said that product quality, price perception and promotion contribute  $63.5\%$  to purchasing decisions and  $36.5\%$  are influenced by other factors.

#### **4. CONCLUSIONS**

(1). The results of this research show that the motivation variable has a very significant influence on the decision to purchase Oriflame products for students at the Unwaha economics faculty. (2). The results of this research show that perception has a partial influence on the decision to purchase Oriflame products among students at the Unwaha economics faculty and there is a partial influence on the decision to purchase Oriflame products among students at the Unwaha economics faculty. (3). The results of this research show that learning has a partial influence on the decision to purchase Oriflame products among Nwaha economics faculty students. (4). The results of this research show

that there is a relationship between belief, there is a partial influence on the decision to purchase Oriflame products among students at the Unwaha economics faculty and there is no partial influence on the decision to purchase Oriflame products among students at the Unwaha economics faculty. (5). The results of this research show that there is a partial influence on the decision to purchase Oriflame products among students at the Unwaha economics faculty and there is no partial influence on the decision to purchase Oriflame products among students at the Unwaha economics faculty. (6). Based on the results of simultaneous testing (Test F), it can be seen that the variables of motivation, perception, learning, belief and attitude simultaneously have a positive and significant effect on the decision to purchase Oriflame products among students at the Unwaha Faculty of Economics. We hope to provide input and material for development to continue creating innovative products that meet consumer needs and desires. Keeping up with the latest trends and technology can help Oriflame companies maintain market competitiveness and increase digital marketing efforts to reach wider consumers and millennials as well as utilize social networks, websites and other digital content to promote products and build relationships with potential consumers. This research should provide further insight into Oriflame products and help companies develop products that are better, safer and more in line with consumer needs and preferences. his research should provide further insight into Oriflame products and help companies develop products that are better, safer and more in line with consumer needs and preferences.

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