

The Influence of Product Diversity and Product Quality on Purchasing Decisions at Miniso Resinda Park Mall Karawang

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ABSTRACT

Miniso is a retailer that is popular among customers in the highly competitive retail sector. Miniso is a favorite retailer among consumers, but in the era of globalization, product diversity and product quality have become the main factors in consumer purchasing decisions. Miniso is a brand from China that produces and sells various kinds of fashion goods and daily equipment. This brand offers unique products such as accessories, fashion equipment, modern household goods, and modern electronic products. One of the main variables that influences customer purchasing decisions is the phenomenon of decreasing competition in product diversity and product quality. The aim of this research is to understand whether product diversity and quality influence consumers' decisions to buy Miniso accessories and the results of this research are expected to help Miniso develop, especially in the accessories product category, so that it can outperform its competitors. By using the Partial Least Square-Structural Equaral Model (PLS-SEM) approach and the SmartPLS 3 analysis tool, this research uses quantitative methods. The research population was 5,250 people, with a total sample of 372 respondents who had previously purchased Miniso products, selected through Accidental Sampling. The research results show that there is a significant positive correlation between product diversity, product quality, and purchasing decisions for Miniso Resinda Park Mall products. For future researchers, it is recommended to add additional variables such as price, digital marketing, or content marketing strategies related to Miniso.

Keywords: Product Diversity, Product Quality, Purchasing Decisions, Miniso

PRELIMINARY

The Indonesian Retail Entrepreneurs Association (Aprindo) said that in the second quarter of 2023, the modern retail sector experienced a decline in realization, growth was only 1.2%, while growth in the main quarter actually reached 2.6%. However, in general the community retail industry experienced growth of 3.2% in the first semester of 2023. Several regions experienced growth above normal for the community, for example Jakarta which grew by 7.8%, Bali and Nusa Tenggara by 15%, and Java Middle

of 4.8%. Kalimantan, for example, experienced development of 2.4%, West Java at 0.9%, and North Sumatra and Aceh at 0.8% (Elvira Vina, 2023).

In September 2023, retail sales in Indonesia increased by 1.5% compared to the previous year. On a monthly basis, retail turnover increased by 1.5% in September, in contrast to a decline of 0.4% in August 2023 (Tradingeconomics.com, 2023).

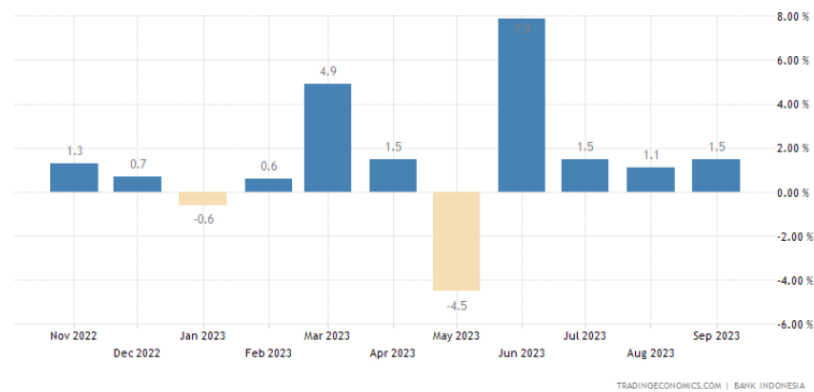


Figure 1 Retail Turnover Data 2023

Source: Bank Indonesia(Tradingeconomics.com, 2023)

Allowing access for foreign retailers is in accordance with Presidential Decree No. 118/2000 which removed retail businesses from the list of restrictions for foreign investors, since then foreign retailers have begun to appear in Indonesia. The arrival of modern retail in Indonesia is not a new event, every decade new modern retail formats emerge that replace traditional retail. Some of the modern retailers currently available in Karawang include Miniso, KKV, *Nice So* , *Idol Mart* , *Mr. DIY* , *Naughty* , and Cindy Yayang (Rosita, 2016).

Miniso is a modern retail company run by PT. Miniso Lifestyle Trading Indonesia. Miniso is a brand from China that produces and sells various kinds of fashion goods and daily equipment. This brand offers unique products such as accessories, fashion equipment, modern household goods, and modern electronic products. Miniso has be one very famous and popular retail , some reason Why Miniso is very popular like own design interesting product that makes it become favorite among consumer . Miniso is also known Because launch innovation and trends latest in its products by doing collaboration with brands famous such as Marvel, Sanrio, Disney, and the latest collaborate with Minion characters . Miniso create draft The shop is neat , clean and orderly . Products placed in accordance categories are well organized , so make visitors feel comfortable and easy in shopping .. (Candra Dwi Hardiana, 2021).

Product diversity is a strategy that makes a product different from its competitors and can even outperform them to achieve results that consumers like. ((Soetanto et al., 2020). Product diversity is a variety of products in terms of completeness including design, size, quality and product availability that is always maintained (Trisno et al., 2020). Product

diversity is a collection of a series of products and services from the type of product or service provided by the seller to the buyer (Putra & Dwijayanti, 2021)

From these several definitions it can be synthesized that product diversity is a strategy with a set or completeness of products and services that make them different from competitors' products with the aim of achieving results that consumers like. There are five dimensions used to measure product diversity, which include product size, product type, product material, product design (Faradila et al., 2022).

Miniso is a favorite retailer among consumers, but in the era of globalization, product diversity and product quality have become the main factors in consumer purchasing decisions. In the era of globalization, consumers have wider access to various products. Miniso offers a variety of products from various categories, but is still lagging behind in terms of competitiveness in the accessories product category. To increase its competitiveness, Miniso needs to continue to innovate and improve the quality of its products.

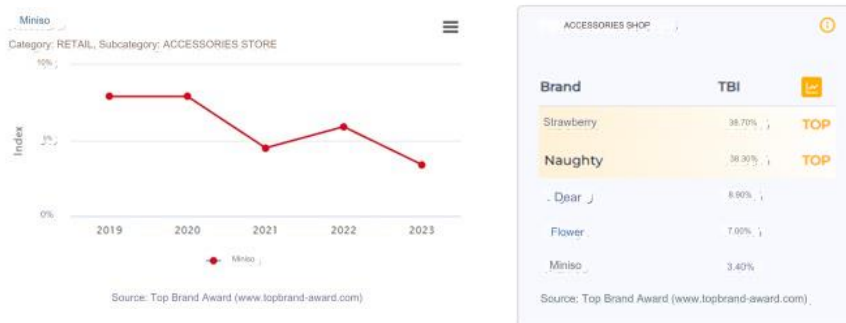


Figure 2 Research Phenomenon Data

Source: Top Brand Award, 2023 (www.topbrand-award.com)

The quality of Miniso products can be based on several factors, such as attractive designs that create visual appeal for consumers, competitive prices but product quality standards remain good, collaborating with well-known brands as proof that the Miniso brand is recognized and appreciated by consumers, and receiving positive feedback from customers, Miniso products use durable and high-quality materials, which can be regarded as proof of the quality of Miniso products.

According to Kotler & Keller, (2016) states that the characteristics of a product or service show the potential to meet customer needs (Rukmana et al., 2023). Product quality is a product that has the best quality, performance and innovative features that will be highly appreciated and liked by consumers (Soetanto et al., 2020). Product quality refers to the level of conformity of an item with predetermined standards. The higher the level of conformity, the better the quality of the product (Baihaky et al., 2022).

From the various definitions above, it can be synthesized that product quality is a characteristic of a product or service that shows the quality, performance and innovative features it has and is highly valued and preferred for its ability to meet customer needs and is assessed based on its conformity with predetermined criteria. Product quality can be assessed using six different dimensions including performance, features, reliability, durability, consistency, design (Ghiffari, 2022).

The consumer purchasing decision is the final step in the consumer decision making step, where the customer determines his choice to buy or not buy the product. (Hamzah, A.

Agus Priyono, 2019). The consumer decision making process includes steps to identify an obstacle, look for a solution, evaluate various alternatives, and then choose among the available alternatives (Faradila et al., 2022). Purchasing Decisions is an approach to handling problems in the activity of purchasing products or services by people, namely through identifying interests and their desires that aim to fulfill needs (Rukmana et al., 2023).

With the increasing popularity of Miniso, some phenomena related to product diversity and quality problems may emerge. In terms of product diversity, some consumers may complain about the limited variety of products available in all stores, as well as the lack of choice in certain product categories. Meanwhile, in terms of product quality, there is speculation from some consumers that the affordable prices may be due to low product quality, in fact some products are not durable and tend to break quickly.

diversity refers to the variety of goods or products available from a company, which are often accompanied by special offers to attract customers or consumers. (Meyria Pratiwi, Sri Andayani, 2023). Product quality refers to the product's capacity to achieve planned goals, such as reliability factors and other product attributes. Meanwhile, purchasing decisions refer to a series of activities undertaken by individuals, groups, or organizations to determine, obtain, and use goods, services, concepts, or experiences to meet needs and preferences (Mahayanti, 2018).

Several previous studies stated that product diversity has no partial influence on purchasing decisions. Meanwhile, product quality has a partial influence on purchasing decisions (Meyria Pratiwi, Sri Andayani, 2023). Another study conducted by (Soetanto et al., 2020) also revealed that product diversity and product quality influence purchasing decisions. Apart from that, this study also suggests continuing research by adding other variables that are still relevant to research related to product diversity and product quality on purchasing decisions.

As a retailer that is quite popular in Indonesia, Miniso offers a variety of products, one of which is accessory products, however, in the accessory product category, Miniso does not yet have an adequate diversity of accessory products and high competitiveness in accessory products. Miniso needs to innovate and increase the diversity and quality of its products. Therefore, the aim of this study is to understand whether product diversity and quality influence consumers' decisions to buy Miniso accessories and the results of this research are expected to help Miniso develop, especially in the accessories product category, so that it can outperform its competitors.

Based on this background explanation, researchers are interested in conducting research with the title "The Influence of Product Diversity and Product Quality on Purchasing Decisions at Resinda Park Mall Karawang".

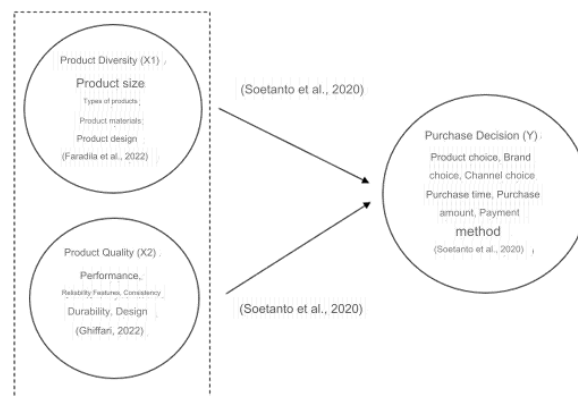


Figure 3 Framework of Thought

Based on this framework, there are two independent variables, namely product diversity (X1), product quality (X2) and the dependent variable, namely purchasing decisions (Y).

Hypothesis

H1: There is an influence between product diversity (X1) on purchasing decisions (Y) on Miniso products.

H2: There is an influence between product quality (X2) on purchasing decisions (Y). Miniso products.

RESEARCH METHODS

This study uses quantitative research techniques to present a clear understanding of how product diversity and quality influence consumer purchasing decisions at the Miniso retail store located at Resinda *Park Mall* Karawang.

Population is a group of subjects or objects that have certain characteristics and are used as research targets by researchers to obtain conclusions. The number and characteristics of the population must be clearly determined so that the research can produce accurate and valid results. The population in this study was 5,250 consumers in October 2023. (Soetanto et al., 2020).

The sample is a part of the population that can reveal actual information about the research object. This sample is considered representative of the study population (Soetanto et al., 2020). This study uses the Slovin formula to decide the sample size using the following simple formula and calculations:

$$n = \frac{N}{1 + N(e)}$$

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{5250}{1 + 5250(0,05)^2}$$

$$n = \frac{5.250}{14,125}$$

$$n = 372$$

The calculation results show that there were 372 people who were respondents in this study. Respondents are customers who have purchased Miniso products.

This research uses *accidental sampling technique*. In other words, anyone who accidentally crosses paths with researchers and has purchased Miniso accessories at Resinda *Park Mall* Karawang can become a research sample. (Fitriani & Fornio Barusman, 2022).

The data collected by researchers is a data collection technique using questionnaires and observation. The data source in this study uses primary and secondary data. Primary data was obtained from respondents through questionnaires and secondary data was obtained from

various indirect sources, such as journals, books and theses (Ilham Kamaruddin, Wilma Florensia, 2023).

The data analysis technique in this study is *the Partial Least Square-Structural Equaral Model* (PLS-SEM) which is carried out in two ways, namely the data measurement model (*outer model*) and the structural model (*inner model*) using the *SmartPLS 3* analysis tool (Savitri et al., 2021).

RESEARCH RESULTS AND DISCUSSION

Below are presented the results of the study and analysis of data obtained from questionnaires that have been distributed and processed using the *structural modeling method with partial least squares* (SEM-PLS).

Table 1 Characteristics of Respondents (Gender and Age)

Characteristics		Amount
Gender	Man	58
	Woman	314
	Total	372
Age	15-20	69
	21-25	276
	30-40	5
	Total	372

Source: Processed by Researchers, 2024

Based on data collected from 372 respondents, as listed in table 1 The largest number of women in the gender category was 314 people and the largest age group was 21-25 years, 276 people. This can be interpreted that women prefer products such as *fashion*, accessories, household appliances and others in Miniso products.

Table 2 Characteristics of Respondents (Employment and Monthly Income)

Characteristics		Amount
Work	Student/Students	282
	Private Employees	51
	Businessman	11
	Housewife	7
	Other	21
	Total	372
Monthly Income	<500.000	138
	500.000 -1.500.000	100
	1.500.000 -3.000.000	48
	3.000.000 - 5.000.000	43
	>5.000.0000	43
Total	372	

Source: Processed by Researchers, 2024

Based on data collected from 372 respondents based on employment status, as stated in table 2, there were more respondents who bought Miniso products among students, namely

282 people, and based on monthly income, the highest was income < 500,000 and a total of 138 people. So it can be concluded that the respondents who bought Miniso products were mostly students who had monthly income or pocket money from their parents. This statement is strengthened by a study conducted by (Aimmatul Khulwani, Citra Savitri, 2024)which states that family income is allocated to provide pocket money to children. This pocket money is used for various purposes, from saving to buying things that are needed or desired, such as beauty products, electronics, *fashion* , and accessories.

Outer Model Evaluation

If an indicator is deemed not to have achieved validity, it is better to eliminate or exclude the indicator from the research.

Hypothesis Testing and Analysis

Author Loading

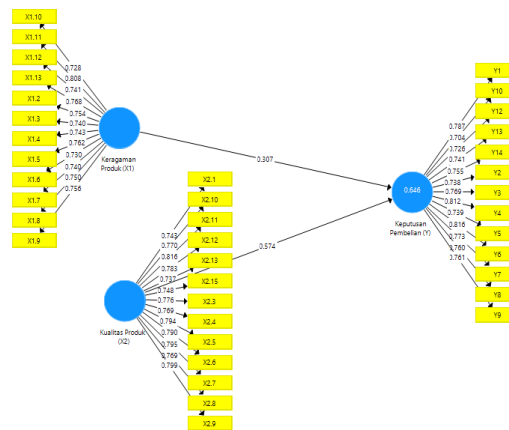


Figure 4 Author Loading

Source: Processed by Researchers, 2024 (*SmartPLS 3 Output*)

Convergent validity is tested by examining how large the *outer loading value* of each indicator is on the relevant construct. An indicator is determined to be valid if the *outer loading value* is > 0.7. Based on Figure 4 showing the *outer loading value* for each indicator of product diversity (X1), product quality (X2), purchasing decisions (Y), namely >0.7, it can be concluded that the convergent validity test is declared valid (Savitri & Maemunah, 2021).

Convergent Validity Test Results

Table 3 Convergent Validity Test Results (*Outer Loading*)

Product Diversity		Product Quality		Buying Decision	
X1.10	0.728	X2.1	0.743	Y1	0.787
X1.11	0.808	X2.10	0.77	Y10	0.704
X1.12	0.741	X2.11	0.816	Y12	0.726
X1.13	0.768	X2.12	0.783	Y13	0.741
X1.2	0.754	X2.13	0.737	Y14	0.755
X1.3	0.74	X2.15	0.748	Y2	0.738
X1.4	0.743	X2.3	0.776	Y3	0.769

X1.5	0.762	X2.4	0.769	Y4	0.812
X1.6	0.73	X2.5	0.794	Y5	0.739
X1.7	0.74	X2.6	0.799	Y6	0.816
X1.8	0.75	X2.7	0.795	Y7	0.773
X1.9	0.756	X2.8	0.769	Y8	0.76
		X2.9	0.799	Y9	0.761

Source: Processed by Researchers, 2024 (*SmartPLS 3 Output*)

Based on table 2, the results of *the outer loadings values* for each indicator instrument show that all of them are more than 0.50. So these results indicate that the indicators used in this study passed the convergent validity test. In addition, the *Average Variance Extracted* (AVE) value for each variable is also required to be 0.50 so that discriminant validity can be declared valid for each variable (Ulfaida et al., 2023).

The following are the results of AVE calculations using the PLS3 *smart analysis tool* for the variables product diversity, product quality and purchasing decisions.

Table 4Discriminant Validity Test Results *Avarage Variance Extracted* (AVE)

<i>Avarage Variance Extracted</i> (AVE)	
Purchase Decision (Y)	0.578
Product Diversity (X1)	0.565
Product Quality (X2)	0.603

Source: Processed by Researchers, 2024 (*SmartPLS3 Output*)

Based on the results in table 4, it shows that the product diversity variable has an AVE value of 0.565, product quality 0.603 and purchasing decision 0.578. All variables obtained an AVE value >0.50, so it can be concluded that the three variables were declared valid.

Reliability Test

Table 5Reliability Test

	Cronbach's Alpha	Composite Reliability
Purchase Decision (Y)	0.939	0.947
Product Diversity (X1)	0.93	0.94
Product Quality (X2)	0.945	0.952

Source: Processed by Researchers, 2024 (*SmartPLS 3 Output*)

From the results of this analysis, *the Cronbach's alpha value* for the purchasing decision variable is 0.939, the product diversity variable is 0.930 and product quality is 0.945. All variables passed the reliability test because their values were >0.70. The *composite reliability* value shows a purchasing decision variable value of 0.947, product diversity 0.940 and product quality 0.952. All variables indicate reliability because they obtained a value > 0.70.

Inner Model

Table 6 Inner Model

Purchase Decision (Y)	
Purchase Decision (Y)	
Product Diversity (X1)	1,000
Product Quality (X2)	1,000

Source: Processed by Researchers, 2024 (*SmartPLS 3 Output*)

Inner models in research are used to determine the correlation that exists between variables (Tanti Wijayanti, Citra Savitri, 2024). Evaluation of *the outer model* is carried out with 3 tests, including: convergent validity, discriminant validity and discriminant reliability. If *the factor loading* value is > 0.6 , the data is considered to have passed the convergent validity test (Ulfaida et al., 2023).

R-Square

Table 7 R-square

Variabels	R SQUER	R SQUER ADJUSTED
PURCHASE DECISION	0.646	0.644

Source: Processed by Researchers, 2024 (*SmartPLS 3 Output*)

Based on the results listed in table 8, the *r-square value* of the purchasing decision variable is 0.646, which means that 64.6% of the purchasing decision variable can be described by product diversity and product quality variables. This means that product diversity and quality have a major influence on consumer purchasing decisions, while the rest can be described through other variables.

Path Coefficient

Table 8 Hypothesis Test Results

Variable	Original Sampel (O)	Sample Mean (M)	Standard Deviation (STDEV)	P Values
Product Diversity (X1) -> Purchase Decision (Y)	0.307	0.315	0.058	0,000
Product Quality (X2) ->Purchase Decision (Y)	0.574	0.568	0.062	0,000

Source: Processed by Researchers, 2024 (*SmartPLS 3 Output*)

Based on the results listed in table 9, it shows the magnitude of the direct correlation between the variables described, namely:

1. The correlation between the product diversity variable and purchasing decisions is 0.307 and the *t- statistic value* is 5.324 $>$ 5% significance level. These results explain

that the product diversity variable has a positive and significant effect on purchasing decisions.

2. The correlation between product quality variables and purchasing decisions is 0.574 and the *t- statistic value* is $9.243 > 5\%$ significance level. These results explain that product quality variables have a positive and significant effect on purchasing decisions.

Discussion

The Influence of Product Diversity on Purchasing Decisions

Based on the results of hypothesis testing, it states that product diversity (X1) has a positive and significant effect on purchasing decisions (Y), which means that H1 is accepted. This is proven by the path coefficient reaching 0.307, the *t- statistic value* of 5.324 and the significance reaching 0.000. These results are supported by studies conducted (Soetanto et al., 2020) which reveal that product diversity has a significant influence on purchasing decisions.

The results of this study conclude that if product diversity increases, purchasing decisions will increase. The diversity of products offered by Miniso Resinda *Park Mall* needs to provide a variety of products with a variety of choices from various product categories in order to convince customers in making purchasing decisions. This is stated by the value of the outer loading indicator X1.11, which is 0.808, indicating that consumers assess the diversity of Miniso products using various materials. This research measures product diversity based on four indicators, namely, product size, product type, product materials and various product designs. These indicators are used to measure the influence of product diversity on product purchasing decisions at Miniso Resinda *Park Mall*. This research is similar to research (Faradila et al., 2022) that shows product diversity has a positive influence on purchasing decisions.

The Influence of Product Quality on Purchasing Decisions

Based on the results of hypothesis testing, it shows that product quality (X2) has a positive and significant effect on purchasing decisions (Y), which means that H2 is accepted. This can be seen from the path coefficient of 0.574 and the *t- statistic value* is 9.243 with a significance of 0.000. These results are supported by studies conducted (Eza Faisal & Savitri, 2023) which state that product quality has a significant influence on purchasing decisions. In other research conducted by (Akbar et al., 2021) that product diversity has a significant influence on purchasing decisions.

The results of this study concluded that product quality is an important factor that determines the quality of goods sold. Good quality will provide benefits to customers and help them make purchasing decisions based on their interests and desires. This is expressed by the value of the outer loading indicator X2.11, which is 0.816, indicating that consumers assess Miniso products in accordance with the standards and quality offered. In this research, product quality is measured based on six indicators, namely, product performance, product features, reliability, durability, consistency and design quality of the product. These indicators are used to measure the influence of product quality on product purchasing decisions at Miniso Resinda *Park Mall*. This study is the same as research conducted by (Meyria Pratiwi, Sri Andayani, 2023).

CONCLUSIONS AND IMPLICATIONS

on the results of a study conducted at Miniso Resinda *Park Mall*, it can be concluded that product diversity and product quality have a significant influence on purchasing decisions. Product diversity gives customers more choices to achieve their needs and desires, thereby increasing consumer satisfaction so that they are encouraged to make purchases. Apart from that, product diversity can also increase the attractiveness of Miniso in the eyes of consumers, so that they are more inclined to visit Miniso Resinda *Park Mall*.

Product quality is an important factor that ensures consumer satisfaction. Consumers will be more likely to buy quality products and provide the benefits they want. High product quality can increase consumer confidence in Miniso, so that consumers are more confident in making purchases. Therefore, Miniso needs to continue to increase product diversity and product quality to improve consumer purchasing decisions. By continuously innovating products, consumers always have new and quality product choices.

Based on the results of the study and discussion of these conclusions, researchers can suggest that Miniso Resinda *Park Mall* Karawang is expected to offer more diverse product choices, especially in the accessory product category and maintain or improve product quality so that Miniso can continue to provide maximum product quality for consumers and can helping Miniso strengthen its position in facing competition from similar accessories stores in the global market. It is hoped that future researchers can conduct studies by expanding other variables such as price variables and variables related to digital marketing or content marketing at Miniso Resinda *Park Mall* Karawang.

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