

The Influence of Customer Experience, Brand Awareness and Consumer Trust on Consumer Buying Interest of Indomaret Batamindo Square Batam Branch

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Abstract

This research examines the influence of customer experience, brand awareness and consumer trust on consumer buying interest at Indomaret Batamindo Square. In the context of increasingly tight business competition, especially in the retail sector, identifying the factors that influence purchasing interest is very important for the company's sustainability. The aim of this research is to determine the extent of the influence of these three variables on consumer buying interest. The method used in this research is a quantitative approach by collecting data through questionnaires distributed to 385 respondents who shop at Indomaret Batamindo Square. Data analysis was carried out using multiple linear regression to test the relationship between independent and dependent variables. The research results show that customer experience has a significant positive influence on purchase intention, followed by brand awareness and consumer trust which also contribute significantly. Sales data shows fluctuations, with some months experiencing ups and downs indicating the need for improvements in customer service and experience. The conclusion of this research is that to increase consumer buying interest, Indomaret needs to focus on improving customer experience, strengthening brand awareness, and building consumer trust. Recommendations for management include improving store facilities and more effective promotions to increase brand awareness among consumers. It is hoped that this research can become a reference for developing more effective marketing strategies in the future.

Keywords: Customer Experience, Brand Awareness, Consumer Trust, Purchase Interest

INTRODUCTION

In an era of increasingly fierce business competition, especially in the retail sector, understanding the factors that affect consumer buying interest is very important for the company's sustainability. Indomaret, as one of the largest minimarket chains in Indonesia, faces challenges in maintaining consumer loyalty amid fierce competition. Indomaret Branch in Batam, as one of the areas with significant economic growth, is the focus of this research to understand the dynamics of consumer behavior.

The Indomaret minimarket chain provides basic necessities and daily necessities with an area of less than 200 square meters. PT Indomarco Prismatama manages the first store called Indomart, which opened in Ancol, North Jakarta, on June 20, 1988. The company had more than 230 outlets in 1997 before opening its first franchise outlet in Indonesia. The number of outlets will reach 20,000 until June 2022.

Consumer buying interest is basically a driving factor in making purchase decisions for a product. Consumer buying interest is an individual's desire or intention to buy a certain product or service (Kastori, 2023). In the context of modern retail business competition such as Indomaret, consumer buying interest is a key factor that determines the success of operations. High buying interest not only reflects consumers' needs for the products offered, but also reflects their trust and satisfaction with the services provided.

The three main factors that are considered to have a great influence on consumer buying interest are customer experience, brand awareness, and trust. Customer experience is an indicator of the success of the services provided by a company, so it is important for the company to provide a positive customer experience so that the company can survive (Ismail, 2020).

Customer experience includes the overall interaction and impression that consumers get while shopping at Indomaret. Starting from store cleanliness, product availability, employee service quality, to convenience and transaction speed. A positive experience can increase customer loyalty and buying interest. Conversely, negative experiences can decrease buying interest and cause consumers to switch to competitors.

Consumer confidence that Indomaret will deliver on its promise to provide high-quality products and services is a factor that influences Indomaret's brand awareness. Brand awareness is an intangible, or intangible, asset that includes the brand, quality perception, name or image, symbol, and slogan of a brand. Brand awareness plays a crucial role in providing a competitive advantage in the future (Apriany & Gendalasari, 2022).

Table 1
Top Brand Minimarkets in 2019-2023

Nama Outlet	2019	2020	2021	2022	2023
Alfamart	49%	49.30%	47.50%	46.60%	45.60%
Indomaret	39.10%	39.80%	38.70%	39.00%	37.80%
Tip-Top	11.70%	12.00%	15.60%	15.40%	14.90%
Superindo	10.10%	10.60%	15.80%	15.30%	11.20%
Family Mart	-	-	-	9.20%	9.30%

Source: topbrand-award.com

According to (Simamora, Lubis, Syahrinal, & Effendi, 2023) Brand awareness is the ability of potential buyers to recognize, recall a product or service that has the highest level of expectation. High brand awareness indicates that consumers are often exposed to and remember the brand, which usually happens through various marketing efforts such as advertising, promotion, and the presence of an extensive store. Awareness A high brand can

influence consumers' purchasing decisions, as consumers tend to choose brands they know and trust.

Customer trust is the customer's confidence in Indomaret's integrity, reliability, and ability to provide goods and services that meet customer expectations. The honesty of the manufacturer or marketer in explaining the quality of the product or service sold in detail to the buyer can also foster buyer confidence. In addition, if the company or marketer provides guarantees or guarantees to the buyer after the purchase of the product, such as the exchange or replacement of goods due to damage or maintenance for the defective product after use, this will also increase the buyer's confidence (Chairunnisa, Juanna, & Ismail, 2022).

This trust can be built through consistency of product quality, good customer service, and transparent communication. High trust makes consumers feel safe in making purchases and increases their buying interest. Indomaret needs to maintain and increase consumer confidence in order to continue to compete in a competitive market.

The following is data on total sales at Indomaret Batamindo Square from March to August 2024

Table 2
 Total sales of Indomaret Batamindo Square

Month	Total Sales
March 2024	Rp 812.432.531
April 2024	Rp 887.554.200
May 2024	Rp 907.705.880
June 2024	Rp 868.702.800
July 2024	Rp 1.089.089.360
August 2024	Rp 1.038.741.552

Source : data processed at Indomaret Batamindo square, 2024

From the above, it shows that sales from March 2024 amounted to IDR 812,432,531, April 2024 amounted to IDR 887,554,200 and May 2024 amounted to IDR 907,705,880 which increased every month, but there was a decrease in sales in June with total sales of IDR 868,702,800. The decline in sales also occurred in August 2024 with total sales of IDR 1,038,741,552 from the total sales of the previous month in July 2024 of IDR 1,089,098,360. And it can be seen in the table above that Indomaret experiences fluctuations that go up and down.

Table 3
 Mini Survey of Problems at Indomaret Batamindo Square

No.	Problem	Persentase
1	Customer Experience at indomaret Batamindo Square	55%
	- Inadequate <i>outdoor</i> facilities - Long wait when making a transaction at the cashier	
2	Brand awareness of indomaret Batamindo Square	45%
	- Many people are not familiar with Indomaret's digital platform (Indomaret poinku)	
3	Consumer trust of indomaret Batamindo Square	35%
	- The difference between the price on the shelf and the price at the checkout	

Source : data processed at Indomaret Batamindo square, 2024

Based on the table above, there are many complaints from consumers about poor customer experience related to inadequate outdoor facilities such as the absence of ashtray, cigarette, so that the floor becomes dirty, in addition to long queues during transactions, especially during office breaks. Indomaret brand awareness related to Indomaret's digital

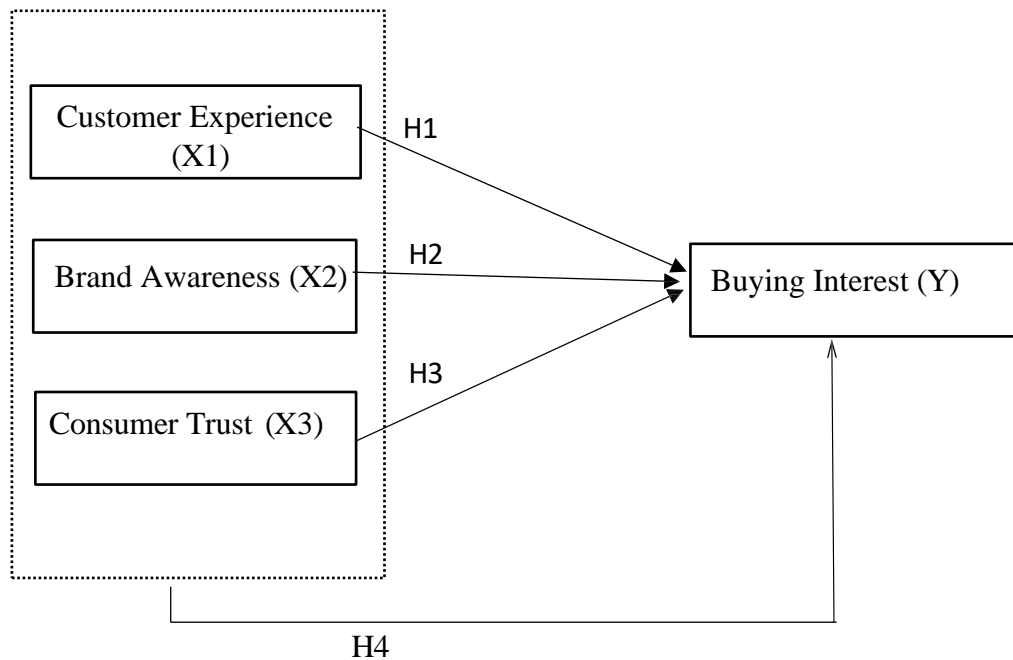
platform called 'Indomaret poinku' is still not well known by the public. In addition, the difference in prices on the shelves of goods and the cashier computer reduces consumer confidence.

Based on the results of previous research conducted by (Pranatika, 2022) stated that customer experience had no effect on buying interest, while research conducted by (Oktavia, Putri, & Handayani, 2022) showed results that customer experience and trust had an effect on buying interest. Research by (Putra, Elfiswandi, Mulyani, Ridwan, & Fitri, 2023) states that the influence of an artist endorser on consumers' buying interest is not influenced by brand awareness; this explains that, in some cases, customer interest in goods or services is not necessarily influenced by image. Meanwhile, the research conducted by (Simamora, Lubis, Syahrinal, & Effendi, 2023) shows that brand awareness has an effect on buying interest.

Framework of Thought

Based on the description above, the frame of mind can be arranged as can be seen in the following image :

Figure 1
Framework of Thought



Source : Research data (2024)

Hypothesis

- H1: Customer experience has a significant effect on the buying interest of Indomaret Batamindo Square consumers.
- H2: Brand awareness has a significant effect on the buying interest of Indomaret Batamindo Square consumers.
- H3: Consumer confidence has a significant effect on the buying interest of Indomaret Batamindo Square consumers.
- H4: Customer experience, brand awareness and consumer trust simultaneously have a significant effect on the buying interest of Indomaret Batamindo Square consumers.

RESEARCH METHODS

This study uses a quantitative methodology, mostly relying on surveys to collect data from some buyers in Indomaret Batamindo Square. Customer experience will be measured through

direct interaction with in-store services, brand awareness will be assessed based on consumer perception of Indomaret's brand reputation and characteristics, while consumer trust will be studied from the perspective of Indomaret's reliability and integrity as a retailer. This study will use regression analysis to examine the relationship between factors influencing customer loyalty and purchase intent in the context of local retail.

Population

The study population includes all consumers who have shopped at Indomaret Batamindo Square. They are the key factors for understanding consumer experience, perception of brand awareness, brand trust, and purchase intent. To capture the diversity of Indomaret Batamindo Square consumers, this study uses a randomly selected sample. This sample consists of a number of consumers who have interacted with Indomaret's services and products, with the aim of representing the diversity of consumer views and preferences in Batam. This study seeks to accurately describe the factors that affect consumer purchase intention in the retail sector by using a representative sample.

Sample

The study used the Lemeshow formula to determine the sample size, which was specifically adapted for studies that used proportionality techniques. The equation is as follows:

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

Source : (Setiawan et al., 2022)

Information :

n : Required sample size.

Z : 1,96 for confidence levels 95%

P : Estimated proportion of expected events in the population 50%

d : Precision or fault tolerance limits 5% =0,05

With the formula above, the calculation is as follows:

$$n = \frac{1,96^2 \cdot 0,05 \cdot (1 - 0,05)}{0,05^2}$$

$$n = \frac{3,8416 \cdot 0,25}{0,0025}$$

$$n = 384,16$$

rounded up to 385 respondents

Data Collection

This study uses a questionnaire as a primary data collection tool. The questionnaire was carefully designed to collect the necessary information regarding the main variables in the study, namely customer experience, brand awareness, consumer trust, and buying interest in Indomaret Batamindo Square. The questionnaire is structured with questions designed to measure respondents' perceptions and attitudes towards Indomaret as a retailer, as well as their tendency to shop at the place. The questionnaire development process involves adapting to the context and objectives of the research, as well as experimenting to ensure that the questions asked are relevant and can be answered clearly by respondents. The distribution of questionnaires is carried out directly to a sample of consumers at Indomaret Batam purchase locations or through online delivery to reach a wider range of respondents. By adopting this data collection method, the study can produce structured and reliable data to test the hypothesis proposed regarding the factors that influence consumer purchasing behavior in the retail environment.

The rating scale of each indicator uses a likert scale (scale 1-5) ranging from "strongly disagree" (STS) to "strongly agree" (SS)

The following is a table of survey answers based on the Likert scale

Table 4
Determination of Questionnaire Answer Score

No	Alternative Answer	Code	Shoes
1	Strongly Agree	SS	5
2	Agree	S	4
3	Neutral	N	3
4	Disagree	TS	2
5	Strongly disagree	STS	1

Source : Veronica (2022:105)

Operational Research Variables

Table 5
Variable Operations

No	Variabel	Variable Definition	Indicator	Scale
1	Customer Experience (X1)	According to Zare & Mahmoudi, customer experience is the result of a combination of emotional or rational perceptions of customers during direct or indirect interactions in a business (Setiobudi et al., 2021)	1. Sense 2. Feel 3. Think 4. Act 5. Relate	Likert
2	Brand Awareness (X2)	Brand awareness is the ability of potential buyers to recognize, recall a brand as part of a certain category of products or services issued by a company (Permadi, 2016).	1. Top of Mind (Puncak Pikiran) 2. Brand Recall (Peningatan Kembali Merek) 3. Brand Recognition (Pengenalan Merek)	Likert
3	Consumer Trust (X3)	Trust is the willingness or confidence of the exchange partner to establish a long-term relationship to achieve a positive outcome (Mauliza et al., 2023)	1. Perception of Integrity 2. Perception of Goodness (Benevolence) 3. Perception of Competence 4. Consistency of behavior by sellers	Likert
4	Buying Interest (Y)	Consumer buying interest is the behavior of consumers who have a desire to buy or choose a product, based on experience in choosing, using and consuming or even wanting a product (Chairunnisa et al., 2022).	1. Transactional Desires 2. Referential Desire 3. Preferential Wishes 4. Exploratory Desires	Likert

Source : Research data (2024)

Data Analysis Methods

In the study, there are several techniques that have been used by the author to process the data results. Data analysis techniques are validity, reliability, and normality tests to check the distribution of data. In addition, a multicollinearity test, a heteroscedasticity test to identify error variability, a partial t test and an f test were also carried out.

RESULT

Validity Test Results

The acceptability or suitability of an item is generally assessed by assessing a correlation coefficient of 0.05. For an item to be considered genuine, it must have a strong correlation with the item's overall score. Below, you can find the validity test results for each variable:

Table 6
Validity Test

Statement	$r_{\text{calculate}}$	r_{tabel}	Information
X1.1	0.627	0,100	Valid
X1.2	0.853		
X1.3	0.853		
X1.4	0.512		
X1.5	0.625		
X2.1	0.734		
X2.2	0.611		
X2.3	0.632		
X2.4	0.603		
X2.5	0.734		
X3.1	0.566		
X3.2	0.829		
X3.3	0.618		
X3.4	0.517		
X3.5	0.829		
Y1	0.706		
Y2	0.663		
Y3	0.624		
Y4	0.735		
Y5	0.720		

Source : Results of Questionnaire Data Processing, (2024)

The table above shows that all customer experience variable statements (X1) have an r value greater than 0.100. This validates all statements of the customer experience variable (X1), for all statements relating to the brand awareness variable (X2) beyond the table's r value of 0.100. This shows that all statements regarding the brand awareness variable (X2) have substantial validity, for all statements relating to the customer confidence variable (X3) exceeded the table's r value of 0.100. This indicates that all statements regarding the measure of customer trust (X3) have substantial validity. for all statements related to the buy interest variable (X3) exceeded the table's r value of 0.100. This shows that all statements regarding the buying interest variable (X3) have substantial validity.

Reliability Test Results

Table 7
Reliability Test Results

No	Variabel	Cronbach's Alpha	N of Items
1.	Customer Experience (X1)	.733	5
2.	Brand Awareness (X2)	.670	5
3.	Consumer Trust (X3)	.730	5
4.	Buying Interest (Y)	.725	5

Source: SPSS 20 Data Processing, (2024)

Based on the table above from the Reliability Statistics study, the *Alpha Cronbach* customer experience value of 0.733 exceeded the minimum dependability criterion of 0.500 for the overall number of items. This shows the good dependability of respondents' answers to six

questionnaire statements related to customer experience (X1). Reliability Statistics, *Cronbach's Alpha* brand awareness of 0.670 exceeded the minimum reliability limit of 0.500 for the overall number of items. This shows the good reliability of respondents' answers to six statements of the brand awareness variable questionnaire (X2). Reliability statistics analysis, *Cronbach's Alpha* consumer confidence of 0.703 exceeded the minimum dependability limit of 0.500 for the overall number of items. This shows the good reliability of respondents' answers to six questionnaire statements related to consumer trust (X3). Analysis of reliability statistics, *Cronbach's Alpha* Buying interest value of 0.725 exceeded the reliability threshold of at least 0.500 for the total number of products. This reflects the strong reliability of respondents' responses to six questionnaire statements related to buying interest (Y).

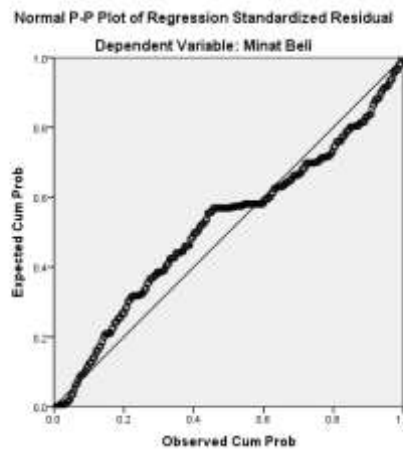
Classical Assumption Test

Normality Test Results

This is used because the data normality test uses histograms, plots, and the Kolmogorov Smirnov test to determine the normality of the data. The histogram refers to the graph of test results in the form of a bell as normal. The plot is typical if the dots are spread along the diagonal. The test is normal if the sig is greater than 0.05 and abnormal if it is smaller.

Figure 2

Diagram Normal P-Plot of Regression Standardized Residual

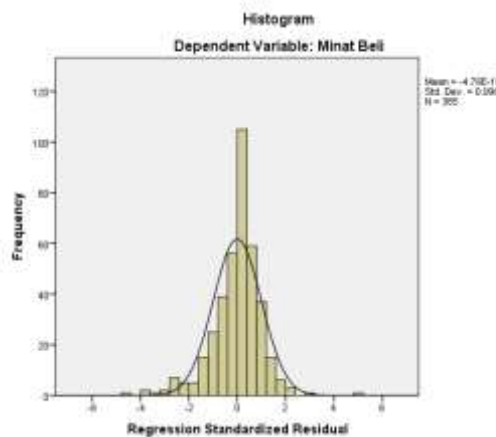


Source : SPSS 20 Data Processing (2024)

Since the normality of the data is met, the above processor findings are normal. To understand how the results are processed, a histogram test is performed:

Figure 3

Diagram *Histogram*



Source : SPSS 20 Data Processing (2024)

The histogram test in the figure above states that the research data is normal because the curve in the figure above has met the existing criteria. Other supporters of this test are:

Table 8
 Kolomogorov-Smirnov One-Sample Test Results

		Unstandardized Residual
N		385
Normal Parameters ^{a,b}	Mean	0E-7
	Std. Deviation	1.50761055
Most Extreme Differences	Absolute	.115
	Positive	.074
	Negative	-.115
Kolmogorov-Smirnov Z		2.255
Asymp. Sig. (2-tailed)		.070

a. Test distribution is Normal.
 b. Calculated from data.

Source : SPSS 20 Data Processing (2024)

From the output of the normality data, it can be seen that the significance value (Asymp.Sig 2-tailed) is 0.070. Because the significance is greater than 0.05 ($0.070 > 0.05$), the data values in this study are distributed normally.

Multicollinearity Test Results

The VIF (*Variation Inflation Factor*) screening tool can detect various symptoms by forming equations. Displaying and applying independent variable values proves that the model has no multicollinearity if the VIF is less than 10.

Table 9
 Multicollinearity Test Results

Coefficients ^a				
Model		Sig.	Collinearity Statistics	
			Tolerance	VIF
1	(Constant)	.573		
	Customer Experience	.000	.569	1.758
	Brand Awareness	.000	.524	1.908
	Consumer Trust	.000	.487	2.055

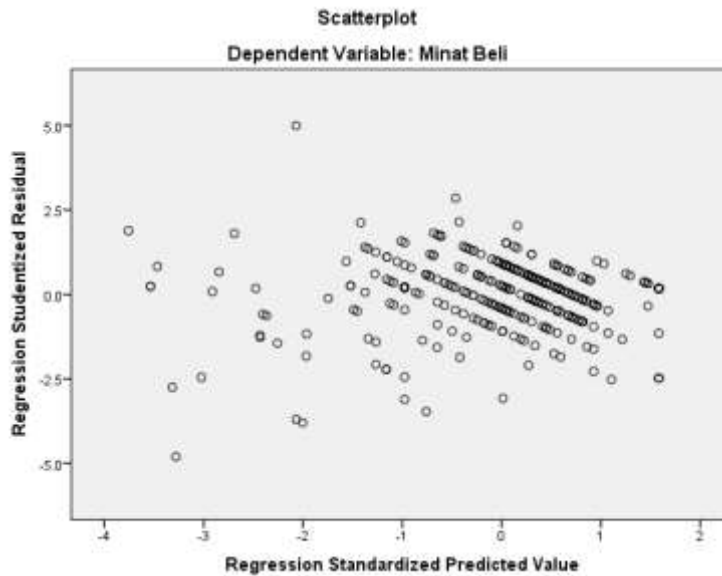
Source : SPSS 20 Data Processing (2024)

According to the multicollinearity test table, tolerances > 0.1 and $VIF < 10$ indicate no multicollinearity.

Heteroscedasticity Test Results

The scatter chart below shows that there is no clear pattern and the dots are randomly distributed below and above zero on the Y-axis, indicating that regression can predict promotion and quality of service based on input factors.

Figure 4
Graphics Scatterplot



Source : SPSS 20 Data Processing (2024)

In the figure above, there is no evidence of heteroscedasticity in this regression model because the data points are scattered and do not follow a straight line. Continue with an impact evaluation.

Influence Test

Multiple Linear Regression Analysis Results

If two or more independent variables as predictor factors are modified, linear regression analysis tracks the increase and decrease of the dependent variable. The purpose of this analysis model is to determine how customer experience (X1), brand awareness (X2), and consumer trust (X3) affect purchase interest (Y). Described in the following regression table:

Table 10
Multiple Linear Regression Analysis Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	sig
		B	Std. Error	Beta		
1	(Constant)	-.493	.874		-.564	.573
	Customer Experience	.218	.044	.204	4.952	.000
	Brand Awareness	.506	.049	.447	10.385	.000
	Consumer Trust	.285	.049	.260	5.828	.000

Sumber : Pengolahan Data SPSS 20 (2024)

$$Y = -493 + 0.218 + 0.506 + 0.285$$

From this equation it can be explained:

1. The value of buying interest (Y) is -493 if all independent variables (customer experience, brand awareness, and consumer trust) are zero. The value of this negative constant is useless because these variables are not zero in practice.
2. The regression coefficient value of the customer experience variable (X1) is positive at 0.218, indicating that it has a direct relationship with buying interest (Y) and that each increase of X1 will affect Y by 0.218 if the other variables remain unchanged.

3. The regression coefficient of the brand awareness variable (X2) was positive at 0.506, indicating that the incentive variable (X2) had a direct relationship with buying interest (Y) and that any increase in brand awareness (X2) would affect buying interest (Y) by 0.506 if the other variables remained unchanged.
4. The regression coefficient of the consumer confidence variable (X3) has a positive value of 0.285 which means that the incentive variable (X2) has a direct relationship with buying interest (Y) and every increase in consumer confidence (X3) will increase Y by 0.285 assuming the other variables remain.

Determination Coefficient Test Results (R2)

To establish how much variation of an independent variable can account for all variations of dependent variables, the determination coefficient is calculated. This determination coefficient measures how much the common independent variable affects the higher and lower values of the dependent variable. The range of R2 is 0 to 1. With R2 around 1, the independent variable to the dependent variable is more affected or greater.

Table 11

R Square Test Results

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.794 ^a	.631	.628	1.514	1.757

a. Predictors: (Constant), Consumer Trust, Customer Experience, Brand Awareness

b. Dependent Variable: Buying Interest

Source : SPSS 20 Data Processing (2024)

This proves that buying interest can be influenced by customer experience, brand awareness and consumer trust provided 63.4% while 36.6% were influenced by other factors that were not included in this study.

Test Result F

As shown in the research technique, the f test is used to independently determine and analyze the relationship between two independent variables and their bound variables. The table below describes the relationship:

Table 12
 Test Result F

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1492.317	3	497.439	217.148	.000 ^b
	Residual	872.790	381	2.291		
	Total	2365.106	384			

a. Dependent Variable: Buying Interest

b. Predictors: (Constant), Consumer Trust, Customer Experience, Brand Awareness

Source : SPSS 20 Data Processing (2024)

Based on the table above, customer experience, brand recognition, and consumer trust have a significant impact on Buying Interest. Positive because $F_{cal} = 217.148 > F_{table} = 2.63$. Significant because the significance value is 0.000 and less than 0.05. Thus, the fourth hypothesis was accepted.

Discussion

The Influence of Customer Experience on Buying Interest

Based on the T test above, the *customer experience* variable (X1) has a calculated t value of 4.925 greater than the table t = 1.966 and a significance value of 0.000 less than 0.05

so it rejects H_0 and accepts H_a . The first hypothesis is accepted, then *customer experience* (X1) has a significant effect on purchase intention (Y).

This research supports Kotler's theory which states that *customer experience* has an effect on repurchase interest. So *customer experience* is the main motivation to make a repeat purchase. Loyal customers will not switch brands. These consumers will feel satisfied and even proud because they have experienced the product.

This study strengthens previous research (Alexander Parhusip & Izzah Lubis, 2020) which states that *customer experience* affects purchase intention.

Pengaruh Kesadaran Merek Terhadap Minat Beli

Based on the T test above, the *customer experience variable* (X1) has a calculated t value of 4.925 greater than the table $t = 1.966$ and a significance value of 0.000 less than 0.05 so it rejects H_0 and accepts H_a . The first hypothesis is accepted, then *customer experience* (X1) has a significant effect on purchase intention (Y).

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The Influence of Consumer Confidence on Buying Interest

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This study strengthens previous research (Alexander Parhusip & Izzah Lubis, 2020) which states that *customer experience* has an effect on purchase intention.

The Influence of Customer Experience, Brand Awareness and Consumer Trust on Buying Interest

The results of the analysis show that customer experience, brand awareness and consumer trust together have a significant effect on buying interest. It is said to be positive because the value of F_{cal} is 217,148 > the value of F table is 2.63. It is said to be significant because the significance value is 0.000 and less than 0.05.

CONCLUSION

From the results of the research, some conclusions that can be written are as follows:

1. Partially, the customer experience variable has a significant influence on consumer buying interest at Indomaret Batamindo Square.
2. Partially, the brand awareness variable has a significant influence on consumer buying interest in Indomaret Batamindo Square.
3. Partially, the consumer confidence variable has a significant influence on consumer buying interest in Indomaret Batamindo Square.
4. At the same time, the variables of customer experience, brand awareness and consumer trust together or simultaneously have a significant influence on consumer buying interest in Indomaret Batamindo Square.

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