

**THE INFLUENCE OF BRAND PREFERENCE, PERCEIVED QUALITY AND
BRAND TRUST ON REPURCHASE INTENTION
(A STUDY ON SOMETHINC PRODUCT USERS IN SURABAYA)**



Sekar Harum Puspita¹
Universitas Pembangunan Nasional ‘Veteran’ Jawa Timur, Surabaya, Indonesia
skrarpita@gmail.com

R. Yuniardi Rusdianto²
Universitas Pembangunan Nasional ‘Veteran’ Jawa Timur, Surabaya, Indonesia
rusdiyanto.adbis@gmail.com

Abstract

The phenomenon of increasing consumer interest in local skincare products, along with the importance of understanding the variables influencing repurchase intention, has become increasingly relevant. Therefore, this study aims to examine the effect of brand preference, perceived quality, and brand trust on repurchase intention among users of Somethinc products in Surabaya. This research employed a quantitative approach, with data collected through questionnaires distributed to 150 respondents. The questionnaire was developed using a likert scale, and the data were analyzed through multiple linear regression. The results of the study reveal that: (1) Brand preference, perceived quality, and brand trust together have a significant influence on the repurchase intention of Somethinc products in Surabaya; (2) Brand preference has a positive and significant partial influence on repurchase intention; (3) Perceived quality has a positive and significant partial influence on repurchase intention; and (4) Brand trust has a positive and significant partial influence on the repurchase intention of Somethinc products in Surabaya.

Keywords: Brand Preference, Perceived Quality, Brand Trust, Repurchase Intention

INTRODUCTION

Rapid advancements in modern digital innovations have triggered substantial changes across numerous sectors of industry. The cosmetics and beauty industry has also experienced considerable growth. This increase is driven by changes in lifestyle and the widespread global beauty phenomenon, particularly in Indonesia. The growth of the cosmetics sector in Indonesia is evident from the growing number of companies, which rose by 21.9%. In 2022, there were 913 cosmetics companies, and by mid-2023, the number had increased to 1,010 companies. Furthermore, the domestic cosmetics sector has succeeded in penetrating the export market. During the period from January to November 2023, the total overseas trade of beauty goods, perfumes, and aromatic oils amounted to USD 770.8 million (Ekon.go.id, 2024).

The data above indicates that the cosmetics sector is experiencing significant growth. This is in line with the increasing awareness among individuals about the importance of self-care and enhancing personal appearance. As a result, companies offering various beauty and cosmetic brands compete to deliver the best quality and innovative products that can attract consumers. One such local brand is Somethinc, which is known for its unique product innovations and guaranteed quality.

Somethinc is an Indonesian beauty and skincare brand under PT Royal Pesona Indonesia, which was established in 2019. In 2020, Katadata conducted a survey on Indonesia's top cosmetic brands, and Somethinc was listed among the top 50 brands. This drew increased public attention to the brand, as Somethinc was still a newcomer in the market, having been present for only one year. In May 2021, Somethinc recorded its highest turnover compared to sales figures from previous years, with a total of 125,000 transactions (Nabilaturrahmah, 2022).

This achievement demonstrates that Somethinc's products have gained consumer trust and received a positive response, allowing the brand to compete effectively in the local beauty market. It is essential for the company to foster customer loyalty and encourage repurchase intention in order to maintain stable sales and prevent potential decline. Repurchase intention is defined as an individual's interest or willingness to buy the same product again. However, the actual purchase is not guaranteed, as several factors can influence purchasing decisions (Hasniati et al., 2021).

Repurchase intention can be affected by multiple elements, such as brand preference, perceived quality, and brand trust. Brand preference is considered to influence repurchase intention because consumer behavior tends to favor one brand over others. When individuals prefer a particular brand, they tend to develop attachment and an intention to repurchase that brand. In addition to brand preference, perceived quality also plays a role in influencing repurchase intention. When consumers feel that a brand meets their expectations, they are more likely to repurchase it. Another factor that affects repurchase intention is brand trust. Brand trust is believed to influence repurchase intention because consumers perceive the brand as having values or benefits that align with their needs. The resulting trust may lead to consumer satisfaction, which in turn fosters repurchase intention.

REVIEW OF LITERATURE

Brand Preference

According to Fongana (2009), as cited in Lutfi et al. (2023), brand preference is obtained as a result of comparing or assessing one brand with competing brands. If a brand has a relevant identity and is able to deliver maximum value, it is more likely to be favored by consumers. Basically, brand preference results from the observation and comparison of a brand with other brands, leading to the formation of a preferred brand (Mursalim et al., 2021).

Drawing from the explanation above, it may be inferred that brand preference reflects consumer behavior that shows a tendency to like or choose one brand over another. This tendency arises because consumers consider that the brand has values that match their expectations, wants, and needs. In other words, preference for a brand is formed based on positive consumer perceptions of the quality or benefits offered by the brand.

Perceived Quality

Perceived quality is the quality perceived by consumers when using a product offered on the market. Every consumer has specific needs and priorities that influence how they evaluate product quality. These evaluations also shape their responses to the advantages and disadvantages of a brand (Hamidah & Prabowo, 2023). This perception does not arise spontaneously but is shaped by information obtained from individuals and groups regarding product evaluations. Such information becomes a key consideration in distinguishing one product from another (Indarto & Farida, 2022).

Based on the description of perceived quality above, it can be defined as the user's subjective view regarding how good a product is. This assessment is shaped by the consumer's point of view, which may result from a range of elements, including expectations, personal experience, and information or opinions from others. Thus, perceived quality does not always reflect the actual quality, but rather how consumers perceive and experience a product.

Brand Trust

According to Kotler and Armstrong (2016), as cited in Pramezwarly et al. (2021), brand trust is a condition in which customers believe in a product despite potential risks, due to high expectations and confidence in the brand. Consumers believe that the brand can have a positive impact on them, which in turn fosters consumer trust in the brand. When a consumer uses the product and has a positive experience, this can influence others to do the same, indicating that the product's quality is reliable and safe.

Based on the above ideas, it is concluded that brand trust refers to the brand's potential to build customer confidence. This trust arises when consumers believe that the chosen brand is beneficial, aligns with their expectations and desires, and meets their needs.

Repurchase Intention

According to Santoso (2013), as cited in Yusra and Asnur (2022), repurchase intention refers to the likelihood that consumers will continue using a product with a consumption frequency consistent with previous usage. According to Adinata (2015), as cited in Hasniati et al. (2021), repurchase intention is a condition in which customers need or want a product and intend to repurchase products of the same brand. Customers tend to choose products from the same brand due to their emotional attachment to it.

Based on the explanation above, repurchase intention reflects the user's tendency to repurchase an item or brand. This tendency arises as a result of positive consumer experiences in perceiving the superiority, quality, and advantages offered by the brand.

RESEARCH METHOD

This study used a quantitative method to understand and analyze the associations among research variables. This study employed purposive sampling. The population in this study was Somethinc product users domiciled in Surabaya City, aged at least 17 years, and had used Somethinc products at least twice. The study applied the Cochran formula and obtained 150 samples representing the population. The data were gathered through the distribution of questionnaires via Google Form, using a five-point likert scale as the instrument to measure the research variables. Data analysis in this study was conducted through several statistical tests, comprising tests of validity, reliability, classical assumptions, and hypothesis testing.

RESULTS AND DISCUSSION

Based on the results of the distribution of questionnaires with a total of 150 respondents, the classification of respondents based on gender was obtained, which showed 92.7% female and 7.3% male. Age classification showed that 15.3% of respondents were aged 17–21 years, 74% aged 22–26 years, 8.7% aged 27–31 years, and 2% aged over 31 years. The next classification is based on occupation: students totaling 74%, civil servants totaling 5.3%, private employees totaling 10.7%, housewives totaling 4%, and other types of work totaling 6%. The classification is based on the domicile of the respondents, namely Central Surabaya, totaling 12.7%, North Surabaya, 9.3%, South Surabaya 16%, East Surabaya 56%, and West Surabaya 6%. The last classification is based on purchase frequency. The frequency of purchase with 2 transactions amounted to 28.7%, 3–5 transactions amounted to 56%, and more than 5 transactions amounted to 15.3%.

Validity Test

The validity test focuses on determining the validity of the data in a study, as well as ensuring that each statement in the questionnaire can measure a variable. The data in a study is regarded as valid when the r -count > the r -table and the level of significance is less than 0.05.

Table 1.
Validity Test Results

Variable	Item	Rcount	Rtable	Sig.	Conclusion
Brand Preference (X1)	X1.1	0.623	0.160	<0.001	Valid
	X1.2	0.726	0.160	<0.001	Valid
	X1.3	0.890	0.160	<0.001	Valid
	X1.4	0.853	0.160	<0.001	Valid
	X1.5	0.515	0.160	<0.001	Valid
Perceived Quality (X2)	X2.1	0.714	0.160	<0.001	Valid
	X2.2	0.722	0.160	<0.001	Valid
	X2.3	0.525	0.160	<0.001	Valid

	X2.4	0.761	0.160	<0.001	Valid
	X2.5	0.744	0.160	<0.001	Valid
	X2.6	0.793	0.160	<0.001	Valid
Brand Trust (X3)	X3.1	0.778	0.160	<0.001	Valid
	X3.2	0.780	0.160	<0.001	Valid
	X3.3	0.774	0.160	<0.001	Valid
	X3.4	0.707	0.160	<0.001	Valid
Repurchase Intention (Y)	Y.1	0.816	0.160	<0.001	Valid
	Y.2	0.603	0.160	<0.001	Valid
	Y.3	0.722	0.160	<0.001	Valid
	Y.4	0.741	0.160	<0.001	Valid

Source: Processed primary data, 2025

Table 1 shows that every statement, which includes both the independent and dependent variables, fulfills the validity requirements. This is evidenced by the r-count value of each item exceeding the r-table value.

Reliability Test

The reliability test aims to assess how far the measurement tool remains in collecting data for a study. This study applies the Cronbach's alpha (α) method in the reliability test. When $\alpha > 0.60$, the findings are considered reliable.

Table 2.
Reliability Test Results

Variable	Cronbach's Alpha	Standar	Conclusion
Brand Preference (X1)	0.785	0.60	Reliable
Perceived Quality (X2)	0.807	0.60	Reliable
Brand Trust (X3)	0.756	0.60	Reliable
Repurchase Intention (Y)	0.692	0.60	Reliable

Source: Processed primary data, 2025

Table 2 indicates that the brand preference (X1), perceived quality (X2), brand trust (X3), and repurchase intention (Y) show Cronbach's alpha (α) values that exceed the reliability standard of 0.60. Therefore, all variables are considered reliable.

Normality Test

The normality test serves to assess a regression model, which includes both the independent and dependent variables, follows a normal distribution. The test standard stipulates that if a probability value (Sig.) > 0.05 , the data is considered normally distributed.

Table 3.
Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		150
Normal Parameters ^{a,b}	Mean	.0000000

	Std. Deviation	1.25468327	
Most Extreme Differences	Absolute	.051	
	Positive	.051	
	Negative	-.048	
Test Statistic		.051	
Asymp. Sig. (2-tailed) ^c		.200 ^d	
Monte Carlo Sig. (2-tailed) ^d	Sig.	.434	
	99% Confidence Interval	Lower Bound	.421
		Upper Bound	.446

a. Test distribution is Normal.

Source: Processed primary data, 2025

Based on Table 3, a significance value of $0.200 > 0.05$ (α) was obtained, indicating that the normality criteria have been met in the regression model, meaning that the research data follows a normal distribution.

Multicollinearity Test

The purpose of the multicollinearity test is to indicate the existence of a close correlation among the independent variables. Multicollinearity is assessed using tolerance and VIF (Variance Inflation Factor) values. Tolerance value > 0.10 or the VIF value < 10 , multicollinearity is considered absent.

Table 4.
Results of The Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Brand Preference	.396	2.524
Perceived Quality	.249	4.012
Brand Trust	.372	2.689

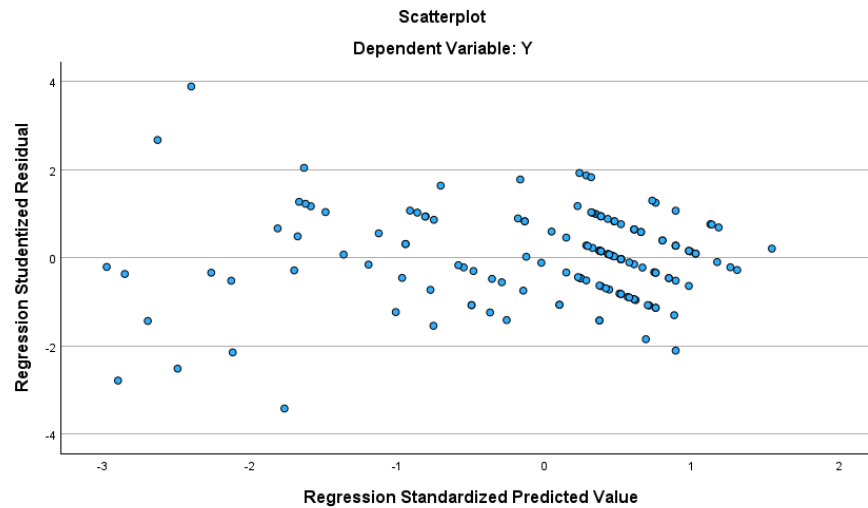
Source: Processed primary data, 2025

Referring to Table 4, reveals that each variable's tolerance value > 0.10 and the VIF value is < 10 . These results prove that the independent variables in this study are not excessively correlated among themselves.

Heteroscedasticity Test

Heteroscedasticity is tested to assess a regression model, specifically the presence or absence of differences in the variance of residuals for each observation. An indication of no heteroscedasticity is present if the pattern is not clearly visible and the points appear above and below zero on the horizontal axis.

Figure 1.
Scatter Plot



Source: Processed primary data, 2025

Based on Figure 1, the results show that the points are relatively evenly distributed without any specific pattern. Thus, it is inferred that heteroscedasticity did not occur in this study.

Multiple Linear Regression Analysis

Multiple linear regression is applied to assess the relationship between independent variables and the dependent variable.

Table 5.
 Multiple Linear Regression Analysis
 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
(Constant)	3.942	.844		4.670	<.001
Brand Preference	.242	.057	.337	4.256	<.001
Perceived Quality	.226	.061	.367	3.669	<.001
Brand Trust	.149	.073	.167	2.040	.043

a. Dependent Variable: Repurchase Intention

Source: Processed primary data, 2025

Table 5 shows the regression model used in this analysis, as follows:

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

$$Y = 3.942 + 0.242X_1 + 0.226X_2 + 0.149X_3 + e$$

The model formula is described in detail:

1. The constant (a) of 3.942 implies that if all independent variables (brand preference, perceived quality, and brand trust) are set to zero, then the value of the dependent variable (repurchase intention) is projected to reach 3.942 units.
2. The regression coefficient for the brand preference (X₁), which is 0.242, indicates that a 1-unit increase in brand preference contributes to a 0.242-unit increase in repurchase

intention, assuming other variables remain constant. Conversely, a 1-unit decrease in brand preference is expected to reduce repurchase intention by 0.242 units.

3. The regression coefficient for the perceived quality (X_2), which is 0.226, reveals that a 1-unit increase in perceived quality contributes to a 0.226-unit increase in repurchase intention, assuming other variables remain constant. Conversely, a 1-unit decrease in perceived quality is expected to reduce repurchase intention by 0.226 units.
4. The regression coefficient for the brand trust (X_3), which is 0.149, indicates that a 1-unit increase in brand trust can lead to a 0.149-unit increase in repurchase intention, assuming other variables remain constant. Conversely, a 1-unit decrease in brand trust is expected to reduce repurchase intention by 0.149 units.

F Test (Simultaneous)

The F-test is used to analyze hypotheses simultaneously, specifically to determine whether the independent variables (brand preference, perceived quality, and brand trust) collectively significantly impact the dependent variable (repurchase intention).

Table 6.
Simultaneous Test Results (F Test)
 ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	410.933	3	136.978	85.261	<.001 ^b
Residual	234.560	146	1.607		
Total	645.493	149			

a. Dependent Variable: Repurchase Intention

b. Predictors: (Constant), Brand Trust, Brand Preference, Perceived Quality

Source: Processed primary data, 2025

Based on Table 6, the F-count is 85.261, yielding a significance of 0.000. At the 5% statistical threshold, this finding is considered statistically significant as the significance (0.000) is less than 0.05. Furthermore, the F-table value in this study can be determined using the degrees of freedom, where $df_1 = \text{total of predictors } (k = 3)$ and $df_2 = n - k - 1 = 146$. Therefore, $F_{table} = F (\alpha; df \text{ regression}; df \text{ residual}) = F (0.05; 3; 146) = 2.67$.

Since $F_{count} \geq F_{table}$, namely $85.261 \geq 2.67$. Thus, all independent variables (brand preference, perceived quality, and brand trust) simultaneously have a significant effect on the dependent variable, which is repurchase intention.

t Test (Partial)

The *t*-test is utilized to analyze the partial effect of each independent variable (brand preference, perceived quality, and brand trust) on the dependent variable (repurchase intention).

Table 7.
t Test Results (Partial)
 Coefficients^a

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
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	B	Std. Error	Beta		
1 (Constant)	3.942	.844		4.670	<.001
Brand Preference	.242	.057	.337	4.256	<.001
Perceived Quality	.226	.061	.367	3.669	<.001
Brand Trust	.149	.073	.167	2.040	.043

a. Dependent Variable: Repurchase Intention

Source: Processed primary data, 2025

Referring to Table 7, the data are described below:

1. The brand preference variable has a tcount (4.256) > ttable (1.976) and a significance value of 0.000. This finding suggests that partially, brand preference has a positive and significant effect on repurchase intention.
2. The perceived quality variable has a tcount (3.669) > ttable (1.976), with a significance value of 0.000. This finding suggests that partially perceived quality has a positive and significant effect on repurchase intention.
3. The brand trust variable has tcount (2.040) > ttable (1.976) and a significance value of 0.043. This finding suggests that partially brand trust has a positive and significant effect on repurchase intention.

Determination Coefficient Test (R^2)

The coefficient of determination is applied to assess the extent to which the variation in the dependent variable (repurchase intention) is accounted for by the independent variables (brand preference, perceived quality, and brand trust). The value of the coefficient of determination ranges from 0 to 1 ($0 < R^2 < 1$).

Table 8.
Determination Coefficient Test (R^2)
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.798 ^a	.637	.629	1.26751

a. Predictors: (Constant), Brand Trust, Brand Preference, Perceived Quality

Source: Processed primary data, 2025

Based on Table 4.17, the coefficient of determination (R^2) is 0.629, meaning that 62.9% of the variation in repurchase intention stems from the impact of brand preference, perceived quality, and brand trust. An additional 37.1% is shaped by other factors outside the variables under investigation.

The Influence of Brand Preference, Perceived Quality, and Brand Trust on Repurchase Intention

Referring to the F test (simultaneous), it is shown that the independent variables (brand preference, perceived quality, and brand trust) collectively have a significant influence on the dependent variable, namely repurchase intention for Somethinc products in Surabaya City. These findings suggest that the three variables are interconnected in shaping repurchase intention. When individuals favor a particular brand, perceive the product quality positively, and have trust in the brand, their intention to repurchase the product tends to increase.

The Influence of Brand Preference on Repurchase Intention

Referring to the t -test results, brand preference partially has a positive and significant influence on repurchase intention for Somethinc products in Surabaya. This finding suggests that brand preference can reflect consumers' emotional attachment, thereby enhancing the possibility that they will be interested in repurchasing the same brand in the future.

These results are in agreement with the study by Suarna et al. (2024), showing that brand preference positively and significantly impacts repurchase intention.

The Influence of Perceived Quality on Repurchase Intention

Referring to the t -test results, perceived quality partially has a positive and significant influence on repurchase intention for Somethinc products in Surabaya. This finding indicates that high-quality products are capable of shaping positive consumer perceptions, which in turn can encourage consumers' interest in making repeat purchases.

These results are supported by Anggriani and Ismunandar (2022), showing that perceived quality has a significant impact on repurchase intention.

The Influence of Brand Trust on Repurchase Intention

Referring to the t -test results, brand trust partially has a positive and significant influence on the repurchase intention of Somethinc products in Surabaya. This finding suggests that brand trust builds consumer confidence in the product's ability to meet expectations, supported by positive consumer experiences, which ultimately leads to greater interest in repurchasing the brand.

The findings of this study are consistent with the research conducted by Trisnalia and Farida (2024), as well as Nathania and Susan (2023), both of which concluded that brand trust positively influences repurchase intention.

CONCLUSION

Referring to the research results, it is evident that brand preference, perceived quality, and brand trust simultaneously have a significant influence on repurchase intention. Partially, brand preference is found to have a positive and significant influence on repurchase intention, highlighting the importance of consumer interest in a brand. In addition, perceived quality is also partially demonstrated to have a positive and significant influence on repurchase intention, indicating that consumers place high importance on the perceived value of product quality. Finally, brand trust is also identified as having a positive and significant influence on repurchase intention, demonstrating that consumer confidence in a brand is crucial and must be maintained.

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