E-ISSN: 3031-8629
P-ISSN: 3032-3258
Halaman 162-181
Volume 1 Nomor 3 Tahun 2024

Analysis of the Effect of Promotion, Product Quality and Design on Purchasing Decisions for Madame Gie Beauty Products

Rizki Maulana Ibrahim[1*], Pretty Sabina Anggraeni[2], Wahyudi[3], Abdul Latif[4], Wiranta[5]
[1,2,3,4] Prodi Manajemen, Universitas Pelita Bangsa, Indonesia
[5]STEBIS YPII
e-mail: rizkimaulanaibrahim77@gmail.com

Abstrak

Madame Gie merupakan produk dari perusahaan kecantikan yang sudah tidak diragukan lagi brand image-nya, sehingga produknya sudah bisa dilihat dimanapun di Indonesia. Tujuan dari penelitian ini adalah untuk menguji pengaruh Promosi, Kualitas Produk, dan Desain Produk terhadap Keputusan Pembelian Konsumen. Metode analisis penelitian ini menggunakan pendekatan kuantitatif kausalitas, sampel yang diambil adalah pelanggan yang menggunakan produk kecantikan madame gie dengan pengambilan sampel secara random sampling sebanyak 113 responden, teknik analisis data penelitian menggunakan regresi linier. Hasil penelitian menunjukkan bahwa variabel Promosi, Kualitas Produk, dan Desain Produk berpengaruh terhadap Keputusan Pembelian Konsumen, hasil ini disebabkan karena produk kecantikan madame gie sudah memiliki nama yang baik sejak lama bagi masyarakat Indonesia. Madame Gie memiliki tujuan untuk menjadi penyedia produk kecantikan dan kosmetik yang berkualitas dengan harga yang standar untuk semua kalangan. Madame Gie ingin mempercantik setiap konsumen dan berinovasi dalam menyediakan produk kosmetik yang berkualitas, ekonomis dan untuk memenuhi kebutuhan semua konsumen di bidang kosmetik dan kecantikan. Jadi, sudah dapat dipastikan bahwa produk Madam Gie aman untuk digunakan. Madame Gie memiliki perbedaan kosmetik dengan merek lain yaitu pada harga yang ditujukan

untuk kalangan menengah ke bawah dan memiliki kualitas yang baik yang tidak kalah dengan produk kosmetik kompetitor.

Kata kunci : Promosi, Kualitas Produk, Desain Produk, dan Keputusan Pembelian Konsumen

Abstract

Madame Gie is a product from a beauty company that has no doubt about its brand image, so its products can be seen anywhere in Indonesia. The purpose of this study was to examine the effect of Promotion, Product Quality, and Product Design on Consumer Purchasing Decisions. The method of analysis of this research uses a causality quantitative approach, the sample taken is customers who use madame gie beauty products with random sampling of 113 respondents, the research data analysis technique uses linear regression. The results showed that the variables of Promotion, Product Quality, and Product Design had an effect on Consumer Purchasing Decisions, this result was due to the fact that madame gie beauty products have had a good name for a long time for the people of Indonesia. Madame Gie aims to be a provider of quality beauty and cosmetic products at standard prices for all groups. Madame Gie wants to beautify every consumer and innovate in providing quality, economical cosmetic products and to meet the needs of all consumers in the field of cosmetics and beauty. So, it is certain that Madam Gie products are safe to use. Madame Gie has a cosmetic difference with other brands, namely at a price aimed at the lower middle class and has good quality that is not inferior to competing cosmetic products.

Keywords : Promotion, Product Quality, Product Design, and Consumer Purchasing Decisions.

INTRODUCTION

The beauty industry in Indonesia has experienced significant growth in the past decade, with various local and international brands competing for consumers' attention. One of the key players in this market is Madame Gie, a brand that has managed to build a strong image and solid reputation among Indonesian consumers. Established with a vision to provide quality beauty products at affordable prices, Madame Gie has become a popular choice across various walks of life (Jamaludin et al., 2015). As a widely recognized brand, Madame Gie products are easily found in various stores and sales platforms across Indonesia. The brand's success lies not only in product quality, but also in effective and innovative marketing strategies. Consistent and attractive promotions, guaranteed product quality, and attractive product design are some of the main factors that influence consumer purchasing decisions (Hapsoro & Hafidh, 2018).

This research aims to explore more deeply how factors such as promotion, product quality, and product design influence consumer purchasing decisions. In this context, a quantitative causality approach is used to analyze the relationship between these variables. By taking a sample of 113 respondents who are customers who use Madame Gie beauty products through the random sampling method, this research seeks to provide a more comprehensive understanding of market dynamics and consumer preferences (Gaberamos & Pasaribu, 2022). The data analysis technique used in this study is linear regression, which allows to identify the extent to which each of the independent variables (promotion, product quality, and product design) contributes to the dependent variable (consumer purchasing decisions). The results of the analysis show that all three variables significantly influence consumer purchasing decisions. These findings suggest that the strong and positive brand image owned by Madame Gie plays an important role in building consumer trust and loyalty. Madame Gie not only focuses on providing quality beauty products, but is also committed to continuously innovating and meeting consumer needs. With the

aim to beautify every consumer and provide economical products, Madame Gie continues to adapt to dynamic market trends and demands. The main difference that distinguishes Madame Gie from other brands is the focus on affordable prices without sacrificing quality, which makes it very attractive to the lower middle class (Handayani et al., 2020).

The rapidly increasing popularity and sales of Madame Gie products reflect the success of the business strategy implemented. The brand makes smart use of market opportunities, continuously evaluating and developing products according to consumer needs and wants. With effective promotional strategies, Madame Gie successfully introduced its products to various regions in Indonesia, ensuring that every consumer can easily access and use their products. To maintain its existence in a competitive market, Madame Gie continues to innovate product variations, increase stock, and analyze market demand. A focus on the latest trends and consumer preferences, especially among young people, is key in maintaining the brand's relevance and competitiveness (Handayani et al., 2020).Thus, Madame Gie aims not only to fulfill consumers' cosmetic and beauty needs, but also to become a leader in the beauty industry in Indonesia. This introduction provides a comprehensive background on the importance of promotional factors, product quality, and product design in influencing consumer purchasing decisions, and how Madame Gie has utilized these factors to achieve success in the Indonesian cosmetics market. This research is expected to provide valuable insights for beauty industry players and academics, and assist in the development of more effective marketing strategies in the future.

Promotion is one of the important elements in the marketing mix used by companies to introduce products to consumers and influence purchasing decisions. According to (Kotler & Keller, 2016a), promotion includes all activities carried out by companies to communicate products and invite consumers to buy. An effective promotional strategy can include advertising, sales promotion, public relations, and direct marketing. Effective promotion must be able to attract attention, arouse

interest, and create desire and action from consumers. In the context of beauty products, the right promotion can increase product visibility and strengthen brand image in the eyes of consumers (Belch & Belch, 2018). Madame Gie, with various promotional strategies implemented, has succeeded in building a strong and widely recognized brand image in Indonesia.

Product quality is a key factor affecting consumer satisfaction and loyalty. Product quality can be measured from various aspects, such as durability, reliability, and conformity to consumer expectations (Putra, 2021). Products with good quality will meet or even exceed consumer expectations, thereby increasing the likelihood of consumers to make repeat purchases. The quality of beauty products is often judged by the effectiveness, safety, and content of the ingredients used. According to (Wiranata et al., 2021), product quality is the consumer's perception of the advantages or advantages of a product compared to other products. Madame Gie, as a beauty brand, focuses on providing products with quality that consumers can trust, so that they can compete with cosmetic products from other brands.

Product design includes both aesthetic and functional elements that contribute to the attractiveness and usability of the product. A good product design is not only visually appealing but also practical and easy to use by consumers (Ulrich & Eppinger, 2016). In the beauty industry, an attractive product design can increase emotional appeal and consumer preference for the product. Innovative and on-trend designs can be a strong differentiating factor in a competitive market. Beauty products with elegant and functional designs, such as those presented by Madame Gie, are able to attract consumer attention and drive purchasing decisions. Good product design also reflects the quality and brand image that consumers want to convey (Qolbi et al., 2022).

Consumer purchasing decisions are the process that consumers go through in determining whether to buy a product or not. This process involves various stages, from need recognition, information search, alternative evaluation, purchase decision, to post-purchase behavior (Mbete & Tanamal, 2020). Factors such as promotion,

product quality, and product design play an important role in influencing each stage of this process. According to (Pandjaitan, 2019), purchasing decisions are influenced by internal factors such as motivation, perception, attitude, and personality, as well as external factors such as social and situational influences. In the context of Madame Gie's beauty products, consumer purchasing decisions are influenced by perceptions of product quality, the attractiveness of product design, and the effectiveness of promotional strategies carried out.

This research highlights the importance of understanding the relationship between promotion, product quality, product design and consumer purchasing decisions. Effective promotions can increase visibility and attract consumer interest in products. High product quality ensures that consumers are satisfied with their purchase, while attractive product design increases emotional appeal and consumer preference. Previous studies show that there is a positive correlation between effective promotion strategies, good product quality, and attractive product design with increased consumer purchasing decisions (Kotler & Keller, 2016; Qolbi et al., 2022; Wiranata et al., 2021), Thus, a deeper understanding of how these three factors interact can assist companies in designing more effective marketing strategies.

METHODS

This type of research is research that uses causality quantitative research methods, a scientific approach by looking at something concrete that can be classified is the causality quantitative approach itself. (Ghozali, 2018), the dependent variable in this study is product purchasing decisions, and the independent variables are Promotion, Product Quality, and Product Design, data collection with direct collection of data from the field is primary data (not with media intermediaries), such as people's opinions, in a direct way in supporting the collection of data needed for research, data collection techniques in this study using questionnaire techniques and interviews. Secondary data is data taken indirectly from electronic media. According to (DM, 2022), population is an object and subject in a generalization area that has

the characteristics and quantity chosen by the researcher in studying and making conclusions, the sample in this study are users or consumers of madame gie beauty products with random sampling method.

The data analysis technique in the study is the data from the questionnaire that has been collected and then the variable instrument is tested. Testing the research instrument is a validity and reliability test which aims to ensure that the questionnaire that has been prepared has a consistent size (Ghozali, 2018). The validity test functions for measuring valid or invalid data on a research questionnaire, a questionnaire that is assumed to be valid in its statements or questions is able to become a valid measure of the research questionnaire (Ghozali, 2018). The reliability test is a measurement on a questionnaire which is an indicator of a construct or variable. Each person's answer in the questionnaire is consistent and stable periodically, it is concluded that the answer to each questionnaire is reliable or reliable. The classic assumption test or model feasibility test is a test before the regression model test stage. The tests used in the classic assumption test in this study are data normality test, heteroscedasticity test, and multicollinearity test. After the regression model feasibility test has been fulfilled, then multiple linear regression model testing is carried out on the research hypothesis, in which there is a coefficient of determination, a correlation coefficient, a simultaneous test, and a partial hypothesis test in the study, as well as a regression equation model as follows:

$$Y = a + b\,1\,X\,1 + b\,2\,X\,2 + b\,3\,X\,3 = e$$

Where:

X1 = Promotion
X2 = Product Quality
X3 = Product Design
Y = Consumer Purchase Decision
a = Constant

b = Variable Regression Coefficient

RESULTS AND DISCUSSION

Research Results

Research Instrument Test Results (Validity and Reliability)

Table 1. Validity-Reliability Test Results

Variables		Cronbach's	Critical	Description
Indicator		r- Count	Value	
Consumer Purchase (Y)		0,910	0, 600	Reliable
	Y.1	0,772	0,154	Valid
	Y.2	0,725	0,154	Valid
	Y.3	0,833	0,154	Valid
	Y.4	0,754	0,154	Valid
	Y.5	0,748	0,154	Valid
	Y.6	0,684	0,154	Valid
	Y.7	0,739	0,154	Valid
Promotion (X1)		0,908	0. 600	Reliable
	X1.1	0,661	0,154	Valid
	X1.2	0,517	0,154	Valid
	X1.3	0,480	0,154	Valid
	X1.4	0,442	0,154	Valid
	X1.5	0,752	0,154	Valid
	X1.6	0,595	0,154	Valid
	X1.7	0,715	0,154	Valid
	X1.8	0,637	0,154	Valid
Product Quality (X2)		0,914	0. 600	Reliable
	X2.1	0,521	0,154	Valid
	X1.2	0,754	0,154	Valid

	X2.3	0,791	0,154	Valid
	X2.4	0,759	0,154	Valid
	X2.5	0,769	0,154	Valid
	X2.6	0,798	0,154	Valid
	X2.7	0,774	0,154	Valid
	X2.8	0,784	0,154	Valid
	X2.9	0,672	0,154	Valid
	X2.10	0,673	0,154	Valid
Product Design (X3)		0,906	0.600	Reliable
	X3.1	0,722	0,154	Valid
	X3.2	0,756	0,154	Valid
	X3.3	0,707	0,154	Valid
	X3.4	0,759	0.154	Valid
	X3.5	0,837	0.154	Valid
	X3.6	0,777	0.154	Valid

Source: Data processed by researchers (2024)

Information from table 1 is the result of testing the validity and reliability of each item on each research variable. At the Cronbach Alpha (α) value with a critical value limit of 0.154, and it can be seen that the value of consumer purchases, product promotion, product quality, and product design, the overall critical value is above the minimum critical value limit of 0.154, so that all research variables are declared reliable. Furthermore, the critical value in the validity comparison with the r-table is 0.154, from the results of each questionnaire data on each variable the overall r-count value is above the critical limit of the r-table value of 0.154, so it can be stated that all questionnaire data in the study are valid and can be continued to the next stage.

Classical Assumption Test Results

Data Normality Test Results

Table 2. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		113
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	2,33136796
Most Extreme Differences	Absolute	,107
	Positive	,103
	Negative	-,107
Test Statistic		,107
Asymp. Sig. (2-tailed)		,003[c]
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Data processed by researchers (2024)

Information from table 2 is the result of testing the normality of the research data, in the significance value in the Asymp. Sig. (2-tailed) column is 0.003. thus from the information it can be explained that the value of Asymp. Sig. (2-tailed) 0.200> 5% alpha value (0.05), so it is concluded that the variables of product purchase, product promotion, product quality, and product design under study are normally distributed data and can be continued to the next stage.

Multicollinearity Test Results

Table 3. Multicollinearity Test Results

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	Promotion	,602	1,662
	Quality	,414	2,418
	Design	,522	1,914
a. Dependent Variable: Consumer Purchase			

Source: Data processed by researchers (2024)

Information from table 3 is the result of multicollinearity testing, the Variance Inflation Factor (VIF) value explains that the VIF value is <10.00 of the size limit, and the tolerance value of all independent variables of product purchase, product promotion, product quality, and product design is greater than the significance level of 0.10. from these results it can be concluded that the independent variables in the study are not indicated by multicollinearity symptoms, and can be continued to the next stage.

Heteroscedasticity Test Results

Table 4. Heteroscedasticity Test Results

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,390	1,989		,699	,486
	Promosi	-,139	,071	-,237	-1,974	,051
	Kualitas	,039	,062	,091	,625	,533
	Desain	,124	,088	,182	1,412	,161

a. Dependent Variable: RES2

Source: Data processed by researchers (2024)

Information from table 4 is the result of heteroscedasticity testing, the significance value of the promotion variable (0.051), the quality variable (0.533), the Design variable (0.161), has a significance value greater than the alpha standard of 5% or 0.05, it can be concluded that the independent variables in the study do not occur heteroscedasticity problems, and can be continued to the next stage.

Determination Coefficient Test Results

Table 5. Determination Coefficient Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,707[a]	,500	,486	2,363
a. Predictors: (Constant), Desain, Promosi, Kualitas				

Source: Data processed by researchers (2024)

Information from table 5 can be concluded that the variables of promotion, quality, design, and product purchases on customer loyalty obtained an Adjusted R Square value of 0.500 or 50.0% can be explained by these independent variables, so that the remaining percentage of 50.0% is influenced by other variables not examined in this study.

F Test Results (Simultaneous)

Table 6. F Test Results

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	608,612	3	202,871	36,325	,000[b]
	Residual	608,751	109	5,585		
	Total	1217,363	112			
a. Dependent Variable: Product Purchase						
b. Predictors: (Constant), Design, Promotion, Quality						

Source: Data processed by researchers (2024)

Information from table 6 is the result of the F-test (simultaneous) independent variables, namely promotion, quality, and design, have a significant effect on the dependent variable Purchases from consumers. This information can be seen from the F-count value of 36.325 and the F-table value of 2,466, then the significance value is 0.000. It can be concluded that the F-count value is greater than the F-table (36.325> 2.466), and the amount of significance value is less than the 5% alpha level (0.05), these results prove that simultaneously the independent variable regression model affects customer loyalty.

The Result Of T Test (Partial)

Table 7. Results of the t-test

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,367	2,828		-,130	,897
	Promotion	,343	,100	,299	3,423	,001
	Quality	,275	,089	,327	3,106	,002
	Design	,259	,125	,194	2,071	,041
a. Dependent Variable: Product Purchase						

Source: Data processed by researchers (2024)

Table 7 information can be made a multiple linear regression equation model based on column B (Unstandardized Coefficients). So that the regression equation model of the results of this study can be made as follows:

$Y = -0,367 + 0,343\ X_1 + 0,275X_2 + 0,259X_3 + e$

Discussion

The Effect of Promotion Variables on Consumer Purchases

From the regression analysis results presented, we can see that the Promotion variable has a significant influence on Consumer Purchases. In the Regression Coefficient, the Promotion variable has a significant value (p-value <0.05). This indicates that there is a significant relationship between the Promotion variable and Consumer Purchases. Then in the Standardized Coefficient (Beta), Promotion in the regression model shows how much standardized change in Consumer Purchases is expected with one unit standardized change in Promotion, when other factors remain constant. Then in the T-statistic, Promotion in the regression model shows how far the regression coefficient differs from zero in standard units. In this case, the t-statistic value indicates that the regression coefficient for Promotion is statistically significant. The results of this study are the same as the results of research from (Jamaludin et al., 2015) and (Rohmah & Lubis, 2018) that the promotion or marketing variable has an effect on consumer purchasing decisions. Promotion is an element of the marketing mix that aims to increase awareness, interest, and purchase of products or services. In general, promotion covers a wide range of communication activities designed to inform, influence, and motivate a target market. This can include advertising, sales promotion, public relations, direct marketing, sponsorship, and various other forms of communication. The objectives of promotion can vary, from introducing new products, increasing sales of existing products, building brands, to expanding market share. Promotion can be a very effective tool in a company's marketing strategy as it can help influence consumer behavior and create differentiation from competitors. Product quality is a key attribute of a product that reflects how well it meets consumer expectations and needs. It includes aspects of performance, reliability, design, durability, and additional features offered by the product. Good quality gives consumers confidence that the product can provide the desired value and benefits. In increasingly fierce market competition, superior product quality is often a key factor in winning

consumer loyalty and maintaining market share. Therefore, for companies, it is important to prioritize the development and maintenance of product quality in order to meet the standards expected by consumers.

Effect of Quality Variables on Consumer Purchases

Based on the results of the research data, we can analyze the effect of quality variables on consumer purchases by looking at the regression coefficient, t-statistic, and statistical significance. In the data, there are regression results that show the effect of the quality variable (X2) on consumer purchases (Y). The regression coefficient for the Quality variable (X2) has a significant value in the regression model, the T-statistic for the Quality variable (X2) shows that the regression coefficient is statistically significant, The p value associated with the Quality variable (X2) has a value smaller than alpha (usually 0.05), indicating that the effect of the Quality variable (X2) on consumer purchases (Y) is statistically significant. It can be concluded that the Quality variable (X2) has a significant influence on consumer purchases (Y). This means that high product or service quality tends to contribute positively to consumer purchasing decisions. This result is the same as the results of research from (Hapsoro & Hafidh, 2018) and (Gaberamos & Pasaribu, 2022) that the product quality variable has an important influence on consumer purchasing decisions.

The Effect of Design Variables on Consumer Purchases

Based on the Regression Coefficient, the design in the multiple regression model is not significant at the generally accepted level of significance (with a t-value of approximately 1.412 and a p-value of approximately 0.161). That is, there is not enough statistical evidence to support the statement that "Product Design" has a significant influence on "Consumer Purchases". Then on the Model Summary, the coefficient of determination for the multiple regression model shows that about 48.6% of the variability in "Consumer Purchase" can be explained by the combination of independent variables included in the model. Then on the Significance Test, the

ANOVA Test shows that overall, the regression model (which includes "Design" along with the other variables) is statistically significant in predicting "Consumer Purchase". The results of this study are the same as the results of research from (Handayani et al., 2020) related to the influence of design on consumer purchasing decisions. Design is a creative process that involves planning, organizing, and shaping visual and functional elements to create effective and attractive products, services, or experiences for users. Going beyond mere aesthetics, design also pays attention to aspects such as functionality, ergonomics, usability, and overall user experience. By considering users' needs and desires, and integrating technology and innovation, design plays a key role in creating added value, differentiating brands, and increasing customer satisfaction in business and industrial contexts.

CONCLUSIONS

This study was conducted to analyze the effect of product promotion variables, product quality and product design on consumer purchasing decisions. This type of research is public quantitative, with a research population of consumers and users of Madame Gie products with a sampling of more than 100 respondents through a research questionnaire. Based on the results of the analysis of product promotion variables, product quality, and product design in the context of this study, it can be concluded that Madame Gie products have the potential to positively influence consumer purchasing decisions. By conducting effective product promotions, providing high product quality, and designing products with attractive or innovative designs, Madame Gie can increase consumer interest and desire to buy its products. This is in accordance with the findings that the variables of promotion, quality, and product design have a significant impact on consumer purchases. Therefore, Madame Gie can use the results of this study as a guide to design more effective marketing strategies and strengthen its position in the market by paying attention to

stronger promotional aspects, improving the quality of its products, and continuing to develop attractive product designs.

REFERENCES

Belch, G. E., & Belch, M. A. (2018). *Advertising and promotion: An integrated marketing communications perspective*. mcgraw-hill.

DM, G. (2022). *Gujarati: basic econometrics*. McGraw-hill.

Gaberamos, O., & Pasaribu, L. H. (2022). The effect of information quality, customer experience, price, and service quality on purchase intention by using customer perceived value as mediation variables (Study On Gofood Applications On The Millenial Generation). *Jurnal Mantik*, *5*(4), 2470–2480.

Ghozali, I. (2018). *Aplikasi analisis multivariete SPSS 25*. Semarang: Universitas Diponegoro.

Handayani, J., Derriawan, S., & Hendratni, T. W. (2020). Pengaruh desain produk terhadap keputusan pembelian dan dampaknya pada kepuasan konsumen Shopping Goods. *Journal of Business and Banking*, *10*(1), 91–103.

Hapsoro, B. B., & Hafidh, W. A. (2018). The influence of product quality, brand image on purchasing decisions through brand trust as mediating variable. *Management Analysis Journal*, *7*(4), 528–539.

Jamaludin, A., Arifin, Z., & Hidayat, K. (2015). Pengaruh promosi online dan persepsi harga terhadap keputusan pembelian. *Jurnal Administrasi Bisnis*, *21*(1).

Kotler, P., & Keller, K. L. (2016a). *A framework for marketing management*. Prentice Hall.

Kotler, P., & Keller, K. L. (2016b). *A framework for marketing management*. Prentice Hall.

Latif, A., Wiyarno, W., & Apriani, E. (2023). Holding Period of the Energy Sector: Market Value Factor, Bid-Ask Spreads, and Variance Return. *JIM: Jurnal Ilmiah Mahasiswa Pendidikan Sejarah*, *8*(1), 62–69.

Mbete, G. S., & Tanamal, R. (2020). Effect of easiness, service quality, price, trust of quality of information, and brand image of consumer purchase decision on shopee online purchase. *Jurnal Informatika Universitas Pamulang*, *5*(2), 100–110.

Pandjaitan, D. R. H. (2019). AN ANALYSIS OF BRAND AWARENESS INFLUENCE ON PURCHASE INTENTION IN BANDAR LAMPUNG CITY S ONLINE TRANPORTATION SERVICE (Study on Y Generation Consumers). *Economics and Business Solutions Journal*, *3*(2), 1–14.

Putra, I. G. W. S. C. (2021). Evaluasi Pengaruh Product Quality, Product Innovation dan Marketing Promotion Terhadap Brand Image IKEA. *Digismantech (Jurnal Program Studi Bisnis Digital)*, *1*(1).

Qolbi, N., Kamanda, S. V., & Kusumayanti, K. (2022). Analisis Keputusan Konsumen Dalam Pembelian Smartphone Berdasarkan Product Quality, Promotion dan Product Design. *JURNAL AL-AMAL*, *1*(1), 8–13.

Rohmah, M., & Lubis, E. E. (2018). Pengaruh promosi penjualan terhadap keputusan pembelian konsumen pada situs jual beli online Elevenia. *Jurnal Online Mahasiswa (JOM) Bidang Ilmu Sosial Dan Ilmu Politik*, *5*(2), 1–13.

Ulrich, K. T., & Eppinger, S. D. (2016). *Product design and development*. McGraw-hill.

Wiranata, I. K. A., Agung, A. A. P., & Prayoga, I. M. S. (2021). Pengaruh Digital Marketing, Quality Product dan Brand Image terhadap Keputusan Pembelian Roti di Holland Bakery BatuBulan. *EMAS*, *2*(3).