



The Influence of Product Price, Outlet Location, and Discounts on the Interest to Rebuy

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Abstract: Product prices, outlet locations, and discounts are several important factors in influencing consumer repurchase intentions. Reasonable and affordable prices can encourage consumers to buy products again. Strategic and easily accessible sales locations can also increase consumer interest in repurchasing a product. The discount at a lower price will broaden consumer interest to make repeat purchases. This study aims to describe and test how much influence partially and simultaneously the price, outlet location, and discount variables have on repurchasing interest for popcorn snacks in the city of Rantauprapat. This type of research is quantitative descriptive research with 100 respondents. The results of the research show that partially the price, outlet location, and environment variables have a positive and significant effect on the intention to repurchase popcorn snacks. The location of popcorn sales outlets that are easy to reach and easy to find is the most dominant reason for a consumer to make a repeat purchase, then the price is competitive according to taste and followed by a discount for purchasing a certain amount. Simultaneously it also shows that price, location, and discount have a positive and significant effect on the intention to repurchase popcorn in the city of Rantauprapat.

Keywords: Discount; Price; Repurchase Interest

INTRODUCTION

The snack food industry continues to grow rapidly in all corners of the country. One of the most popular moderate snacks is popcorn. Popcorn is a type of corn-based snack that is popular for its crunchiness, wide availability, and relatively low price. The high demand for popcorn shows a large market potential for popcorn producers and sellers. However, with increasingly fierce competition, popcorn producers and sellers need to understand the factors that influence consumer repurchase intentions. Producers and sellers of Rantauprapat popcorn must understand consumer needs if they want to win the increasing competition for popcorn sales.

In the city of Rantauprapat which is the location of this research, there are several outlets selling popcorn. From the pre-research conducted by researchers in February 2023, there were 18 (eighteen) outlets selling popcorn in the North Rantau and South Rantau areas. These outlets are generally managed by the owners themselves. The average number of packs that can be sold ranges from 40 to 70 packs per day. From the results of brief interviews and observations of researchers, it can be concluded temporarily that the variation in the amount of popcorn sold per day is influenced by several factors, including product prices, outlet locations, and discounts offered.

Product price is an important factor in consumer repurchase intention. Reasonable and affordable prices can encourage consumers to buy products again (Ali, 2021). Therefore, it is necessary to examine the effect of popcorn prices on popcorn repurchasing interest in Rantauprapat City. In addition, outlet location factors can also affect consumer repurchase intentions. The availability of popcorn outlets that are easy



to reach, both near the house, near the office, and around crowded centers, can increase consumer interest in repurchasing. Outlet location is an important factor in terms of accessibility and convenience for consumers to shop (Rianto et al., 2021). Strategic and easily accessible points of sale increase interest in repurchasing popcorn. Therefore, this research was also conducted to examine the effect of outlet location on popcorn repurchasing intention in Rantauprapat City.

In addition, discounts or discounts offered by popcorn sellers are also important factors that can influence consumer repurchase intentions. Attractive discounts and added value for consumers can encourage repeat purchases. Discounts are a marketing strategy that is commonly used to increase consumer interest in buying. This research also needs to be done to evaluate the effect of discounts on popcorn repurchasing intentions in Rantauprapat City.

By examining these factors, this study aims to provide a better understanding of consumer preferences related to repeat purchase intention of popcorn food in the city of Rantauprapat. It is assumed that product prices, outlet locations, and discounts can influence repurchase intentions. By understanding the effect of this variable, product manufacturers and sellers can optimize their marketing strategies to increase sales and maintain market share (Junita et al., 2020).

Although there have been previous studies examining the factors that influence consumer repurchase interest in snack products, this research focuses specifically on popcorn food objects in the city of Rantauprapat. Rantauprapat was chosen as the research location because it is a city with a large potential market for snacks, including popcorn.

The results of this study are expected to help popcorn manufacturers and retailers to develop effective marketing strategies, increase consumer satisfaction, and thereby strengthen their position in the snack food market. In addition, this research can provide insights and recommendations for other food producers and sellers in the city of Rantauprapat and become a reference for further research in the field of food marketing. Therefore, this research is important to support the development of the food industry in the city of Rantauprapat.

Product price is one of the important things that consumers consider before buying a product. Prices that are too expensive can make consumers think twice about buying the product, while prices that are too low can raise doubts about the quality of the product. Therefore, producers must carefully consider the price offered to meet consumer needs and still obtain optimal benefits (Simanjorang & Chindi, 2022).

Several factors influence product pricing, including production costs, market competition, market demand, and market target. Production costs are an important factor in determining product prices because the price offered must be able to cover production costs and provide profits for producers. Market competition also affects product pricing because manufacturers must consider the prices offered by competitors to compete in the market. Market demand is also an important factor in determining product prices. If market demand is high, producers can increase product prices because consumers will still buy these products. However, if market demand is low, producers must lower product prices to increase sales (Astono, 2022). The target market also influences product pricing because the price offered must follow the financial capabilities of the target market.

There are several price indicators, which are as follows (Kotler & Armstrong, 2019), namely: Price affordability, which shows whether the price of the product or service is affordable by consumers. Price conformity with product quality, which shows whether the price of the product or service is comparable to its quality. Price competitiveness, which shows how competitive the price of the product or service is



compared to similar products or services on the market. The discount rate or discount rate, shows how much the discount or price discount is given to the product or service.

A good outlet must be easily accessible to customers, located in a busy area, and have sufficient parking. In addition, a good outlet must also have an attractive appearance and be easily recognized by customers. An attractive outlet display can attract customers to come and shop at the outlet.

Outlet locations should also be chosen carefully. The right location can increase business sales and profits. Strategic outlet locations can reach more customers and increase business visibility. In addition, strategic outlet locations can also provide benefits in terms of operational costs, such as lower rental costs (Umam et al., 2022).

In addition, outlets must also have a good marketing strategy. A good marketing strategy can increase business visibility and attract customers to come and shop at these outlets. A good marketing strategy can include promotion, service differentiation, and social activities (Syafira et al., 2022). In selecting outlet locations, businesses must consider several factors, such as target market, competition, and operational costs. By considering these factors, businesses can choose the right outlet locations and increase business profits.

The outlet location indicators are as follows (Sumarwan & Tjiptono, 2018), namely: There is access to the site. The location of the outlet must be easy to pass or easy to reach by public transportation. Visibility. The outlet location should be visible beyond normal visibility. Supportive environment. The environment around the outlet location should support the business location, for example not be prone to flooding, distance, security, and so on

Product discounts are a marketing strategy that is often used by companies to attract consumer interest (Tambunan et al., 2023). Product discounts can be in the form of price discounts, purchase bonuses, or direct gifts. Product discounts are usually given at certain times, such as holidays or special events. Product discounts can also be given when the product is about to expire or when the company wants to introduce a new product. Product discounts can provide benefits for consumers, such as lower prices, and can expand consumer purchasing power. However, product discounts can also have negative impacts, such as lowering product selling prices and reducing product quality (Yoga & Pratiwi, 2022).

Product discounts can provide benefits for consumers, such as lower prices, and can expand consumer purchasing power. However, consumers should also consider carefully before buying discounted products. Consumers must ensure that the product is of high quality and meets their needs. Consumers must also pay attention to the validity period of the product and the terms and conditions that apply when purchasing discounted products.

Product discounts can provide benefits to consumers and companies if given properly. However, product discounts can also have a negative impact if they are not given properly (Johannes & Siagian, 2021). Therefore, companies must consider carefully before giving product discounts and consumers must consider carefully before buying discounted products.

Discount indicators or price cuts can be measured in several ways. According to Sutisna in Jannah (2022), some indicators of discounts or price cuts are as follows: Internal reference price: This indicator is formed from the consumer's experience of the price of an item. The amount of the discount: The size of the discount given when the product is discounted. Discount period: The period given when the discount occurs. Types of discounted products: Diversity of product choices.

Repurchase intention is the desire of consumers to repurchase products or services that have been purchased before (Zullaihah & Setyawati, 2021), (Setiawan & Safitri, 2019), (Jiwandono et al., 2019). This is very important for the company because



it can increase sales and consumer loyalty. Various factors can influence repurchase intention, such as location, product quality, price, service quality, advertising, brand identity, and customer satisfaction

Kotler and Keller in Hariyanto et al. (2022) mention indicators of interest in repurchasing products as follows: Transactional interest, namely the tendency of a person to buy a product because of a need or desire Referential interest, namely the tendency of someone to refer the product to other people. Preferential interest shows a person's tendency to choose certain products compared to other products. Explorative intention, namely the desire of a person to find out more information about the product before buying. Transactional intention, namely the desire of someone to buy the product directly

METHODS

This research is descriptive research with a quantitative data analysis method. This research was conducted in the city of Rantau Prapat, namely in the North Rantau and South Rantau Districts. Data analysis was carried out quantitatively using SPSS version 22.00. Primary data was obtained by using Google Forms (online questionnaire) and the Likert scale. The Likert scale is a type of quantitative data measurement scale to measure respondents' opinions regarding research variables at five levels, namely: strongly agree, agree, disagree, disagree, and strongly disagree. According to Sugiyono in Manumpil et al. (2021), Quantitative descriptive research is a research method based on the philosophy of positivism, used to examine certain populations or samples, data collection uses research instruments, data analysis is quantitative/ statistics, to test the hypotheses that have been set.

Population is the totality of each element to be studied that has the same characteristics, it can be an individual from a group, an event, or something to be studied. The sample is part of the number and characteristics possessed by the population, or a small part of the members of the population taken according to certain procedures so that they can represent the population. The population taken was specifically in North Rantau and South Rantau Districts. In this study, the

Wibisono formula was used to calculate the sample in an unknown population as follows (Simanjourang, 2020):

$$N = \left\{ \frac{\left(\frac{Z\alpha}{2} \right) \cdot \delta}{e} \right\}^2$$
$$N = \left\{ \frac{(1,96) \cdot (0,25)}{0,05} \right\}^2 = 96.04$$

Information:

N = number of samples

Z α = 95% confidence level

δ = standard deviation of 0.25

ϵ = margin error

Based on the calculation formula above, the sample of this study is 96 which is rounded up to 100. The sampling method used was purposive sampling. Purposive sampling is a sampling technique with certain considerations (Sugiyono, 2018), that is, having bought popcorn.

The hypothesis in this study is as follows:

- H₁: Product prices partially affect the interest in repurchasing popcorn snacks in the city of Rantauprapat
- H₂: The location of outlets partially affects the intention to repurchase popcorn snacks in the city of Rantauprapat
- H₃: Discounts partially affect the interest in repurchasing popcorn snacks in Rantauprapat city
- H₄: Product prices, outlet locations, and discounts simultaneously affect the intention to repurchase popcorn snacks in Rantauprapat city

The data analysis method used is the research instrument test (validity test and reliability test), classic assumption test (normality test, multicollinearity test, heteroscedasticity test), multiple linear regression analysis, and hypothesis testing partially (t-test), and simultaneously (F-test).

RESULTS AND DISCUSSION

Table 1. Validity Test Results

Variable	Items	R count	R table	Information
Product price (X ₁)	X _{1.1}	0.782	0.19 6	Valid
	X _{1.2}	0.757	0.19 6	Valid
	X _{1.3}	0.711	0.19 6	Valid
	X _{1.4}	0.789	0.19 6	Valid
Outlet location (X ₂)	X _{2.1}	0.759	0.19 6	Valid
	X _{2.2}	0.676	0.19 6	Valid
	X _{2.3}	0.752	0.19 6	Valid
Discounts (X ₃)	X _{3.1}	0.796	0.19 6	Valid
	X _{3.2}	0.745	0.19 6	Valid
	X _{3.3}	0.778	0.19 6	Valid
	X _{3.4}	0.7 83	0.19 6	Valid
Re- Buy Interest (Y)	Y. 1	0.74 0	0.19 6	Valid
	Y.2	0.714	0.19 6	Valid
	Y.3	0.77 2	0.19 6	Valid
	Y.4	0.774	0.19 6	Valid
	Y.5	0.794	0.19 6	Valid

Source: Processed data (2023)

Based on the results of the validity test above, it is known that all statement items of the variables display the results of the R count which is greater than the R table. Thus, the statement items above are declared valid.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Alpha value	Information
Product price (X ₁)	0.828	0.60	Reliable
Outlet location (X ₂)	0.865	0.60	Reliable
Discounts (X ₃)	0.886	0.60	Reliable
Re-Buy Interest (Y)	0.907	0.60	Reliable

Source: Processed data (2023)



Based on the results of the reliability test above, it is known that the statement items on the product price variable, outlet location, discount, and repurchase interest have a Cronbach's alpha value greater than the Alpha value. Thus, the results of the reliability test above are stated to be reliable.

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residuals	
N			100
Normal Parameters ^{a,b}	Means	.0000000	
	std.	3.39455868	
	Deviation		
Most Extreme Differences	absolute		.066
	Positive		.066
	Negative		.077
Test Statistics			.066
asympt. Sig. (2-tailed)			.203 ^{c,d}
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. This is a lower bound of the true significance.			

Source: Processed data (2023)

Based on the results of the Kolmogorov-Smirnov test above, it is known that the sig value of 0.203 is greater than the critical value of 0.05. Thus, the results of the normality test above are declared normal.

Table 4. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	PRODUCT PRICE	.538	1.885
	OUTLET LOCATION	.404	2.343
	DISCOUNTS	.543	1.972

Source: Processed data (2023)

Based on the Multicollinearity Test above, it is known that the VIF value of the three independent variables is less than 10, and the tolerance value of the three variables is greater than 0.10. Thus the results of the Multicollinearity Test stated above do not occur multicollinearity.

Table 5. Heteroscedasticity Test Results

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients B	std. Error	Standardized Coefficients Betas		
1 (Constant)	7.358	1.451		4,764	.000
PRODUCT PRICE	.055	.043	.165	1,284	.223
OUTLET LOCATION	.237	.065	.454	3,058	.332
DISCOUNTS	.020	.072	.045	.323	.673

a. Dependent Variable: ABS_RES

Source: Processed data (2023)

Based on the results of the heteroscedasticity test using the Glejser test, it is known that the sig value of each variable is 0.223 for the product price variable, 0.332 for the outlet location variable, and 0.673 for the discount variable. From these results, it can be concluded that the Glejser test results did not experience heteroscedasticity. This is because the sig value of each variable is greater than the critical value of 0.05.

Table 6. Results of Multiple Linear Regression Analysis

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients B	std. Error	Standardized Coefficients Betas		
1 (Constant)	10.846	2.631		4.172	.000
PRODUCT PRICE	.023	.074	.027	2.314	.006
OUTLET LOCATION	.519	.131	.437	4.421	.000
DISCOUNTS	.265	.064	.400	4.034	.000

a. Dependent Variable: INTEREST TO REBUY

Source: Processed data (2023)

From the results of the multiple linear regression analysis above, it can be explained about the multiple regression equation in this study. The results of the multiple regression equation in this study are:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = 10.846 + 0.23 X_1 + 0.519 X_2 + 0.265 X_3 + e$$

From the multiple regression equation above, the conclusions that can be explained are as follows:

The constant value (α) of 10.846 states that if the product price variable, outlet location, and discount are said to be constant then the value of Y is 10.846.

The value of the product price variable (X_1) is 0.23 indicating that if the product price increases by one unit assuming the other variables are constant, then repurchasing interest will increase.

The value of the outlet location variable (X_2) is 0.519 indicating that if the outlet location increases by one unit assuming the other variables are constant, then the intention to repurchase will increase.

The value of the discount variable (X_3) of 0.265 states that if the discount increases by one unit assuming the other variables are constant, the interest in repurchasing will increase.



Hypothesis testing

Table 7. T-Test Results

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	std. Error	Betas		
1 (Constant)	10.846	2.631		4.172	.000
PRODUCT PRICE	.023	.074	.027	2.314	.006
OUTLET LOCATION	.519	.131	.437	4.421	.000
DISCOUNTS	.265	.064	.400	4.034	.000

a. Dependent Variable: INTEREST TO REBUY

Source: Processed data (2023)

T table is obtained using the formula: $df = nk = 100 - 4 = 96$

Description n:

df = degree of freedom

n = number of respondents or sample

k = research variable then t table is 1.98

Based on the results of the partial regression test, it can be seen that the variable values of product prices, outlet locations, and discounts are as follows:

The product price variable (X_1) has a T_{count} value of 2.314 > T_{table} 1.98 with a sig value of 0.006 < 0.05. Thus, the product price variable has a significant effect on the repurchase interest variable (Y).

Outlet location variable (X_2) has a T_{count} value of 4.421 > T_{table} 1.98 with a sig value of 0.00 < 0.005. Thus, the value of the outlet location variable has a positive and significant effect on the variable of repurchase intention (Y).

The discount variable (X_3) has a T_{count} of 4.034 > T_{table} 1.98 with a sig value of 0.000 < 0.05. Thus, the value of the discount variable has a positive and significant effect on the repurchase intention variable (Y).

Table 8. F-Test Results

		ANOVA ^a			
Model		Sum of Squares	df	Means Square	F
1	Regression	1481.285	3	370.343	30.676
	residual	1141.245	95	12.100	
	Total	2632.521	98		

a. Dependent Variable: INTEREST TO REBUY

b. Predictors: (Constant), DISCOUNT, PRODUCT PRICE, OUTLET LOCATION

Source: Processed data (2023)

F_{table} obtained through:

$df_1 = K - 1$, $df_2 = nk$

$df_1 = 4 - 1 = 3$,

$df_2 = 100 - 3 = 97$

then based on the F distribution table, the value of F_{table} is 2.70



Based on the results of the simultaneous regression test F-test it is known that $F_{\text{count}} 30.676 > F_{\text{table}} 2.70$ and sig value $0.000 < 0.05$. Thus, the results of the F-Test variable product price, outlet location, and discount together have a positive and significant effect on the repurchase intention variable.

CONCLUSION

Based on the results and analysis of the data above, it can be concluded that the price of the product, the location of the outlet, and the discount provided by the popcorn sellers affect consumer repurchase intention. The location of popcorn sales outlets is the most dominant reason for a consumer to make a repeat purchase. Outlets that are easy for customers to walk through or reach can be seen easily, and in a comfortable and safe environment attract more customers to come and buy popcorn again. Competitive product prices according to the flavors offered are the second reason for consumers to make repeat purchases. The affordable price of popcorn, which is five thousand rupiah per pack for original taste with good quality, is an attraction for consumers to buy popcorn again. Furthermore, the discount given influences repurchasing interest. Some popcorn traders give discounts in the form of an additional 1 pack of popcorn for every purchase of 10 packs.

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