

THE INFLUENCE OF LIFESTYLE, BRAND IMAGE AND PRICE ON PURCHASING DECISIONS FOR MOMOYO ICE CREAM IN PANGKALPINANG

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Abstract

This study has two objectives, namely (1) understanding the implications of lifestyle for consumer purchasing decisions, (2) evaluating the implications of brand name for consumer purchasing decisions, and (3) investigating the implications of price for consumer purchasing decisions. The study subjects involved consumers who visited Momoyo Ice Cream Pangkalpinang, with a total of 80 respondents. Simultaneously, this study also aims to identify the implications of lifestyle, brand image, and price for purchasing decisions of Momoyo Ice Cream in Pangkalpinang. The study method is quantitative with data analysis techniques using multiple regression analysis. The study results prove that lifestyle has individually significant implications for purchasing decisions, while brand name has significant implications for purchasing decisions. Price also has significant implications for purchasing decisions. The study findings further prove that lifestyle, brand name, and price together have significant implications for purchasing decisions. The correlation of determination test proves that about 26.3% of the variation in purchasing decisions can be explained by lifestyle, brand name, and price, while the remaining 73.7% is implied by other factors outside this study. The correlation between the three independent variables and the dependent variable is classified as low. Therefore, the conclusion is that lifestyle, brand name, and price are not the main factors that Pangkalpinang residents consider when buying Momoyo Ice Cream.

Keywords: Purchase Decision, Lifestyle, Brand Image and Price

1. INTRODUCTION

In this contemporary era, the dynamics of people's lives are increasingly implicated by various factors, including lifestyle changes, brand diversity, and price considerations in the purchase decision-making process. As an expression of shifting consumer preferences, the trend of gathering places, especially in Pangkalpinang, has become more integral to daily life.

Momoyo Ice Cream is a location that has caught the attention of the people in Pangkalpinang as a gathering place. This place not only functions as a provider of tongue refreshment, but also creates a unique gathering experience by providing a warm atmosphere and a variety of appetizing ice cream menus. In this context, it is crucial to understand how lifestyle, brand image, and price considerations can have implications for consumer purchasing decisions at Momoyo Ice Cream. Sumarwan (2018: 59) interprets that lifestyle can be defined through a person's activities, interests, and opinions. Individual lifestyles tend to be dynamic and able to change quickly. People are able to easily adapt model preferences and brands of a product or food along with changes in their lives. This interprets the high dynamism in the surrounding society.

This study aims to explore the implications of lifestyle, brand image, and price considerations for purchasing decisions for Momoyo Ice Cream in Pangkalpinang. An in-depth understanding of these variables is expected to provide valuable insights for Momoyo Ice Cream managers and contribute to insights in understanding the dynamics of consumer behavior amid the rapid development of the food and beverage industry. In an era of fierce competition and increasing modernization of lifestyles followed by growth in the number of ice cream shops, entrepreneurs need to be prepared and able to compete. Brand image and price are crucial factors that the younger generation considers when choosing their food. Nowadays, the rise of hangout places is also accompanied by a certain theme and purpose. Therefore, the growth in the number of ice cream shops and gathering places today indirectly reflects the market interest in the existence of these places.

In the city of Pangkalpinang, there are many hangouts that serve ice cream with an atmosphere that reflects the modern lifestyle. Variations include Mixue Pangkalpinang, McDonald's (McD Pangkalpinang), Momoyo Ice Cream Pangkalpinang, Dbarleys, and many others. Momoyo Ice Cream Pangkalpinang is currently a place to gather and enjoy ice cream that is popular among children, teenagers, and adults in Pangkalpinang. Momoyo Ice Cream is located on Jalan Jendral Sudirman Kelurahan Gedung Nasional Kecamatan Taman Sari Pangkalpinang, and operates from 10:00 am to 10:00 pm. This phenomenon proves that consumer interest in the presence of a hangout place to enjoy ice cream is very high, given the increasing number of ice cream shops in the area.

Thus, this study presents a contribution to deepen the understanding of the factors that encourage consumers to choose Momoyo Ice Cream as a gathering place in Pangkalpinang. An in-depth analysis of the implications of lifestyle, brand image, and price is expected to open strategic opportunities for Momoyo Ice Cream managers to continue to intensify service quality and meet consumer expectations.

In the context of this study, in order to explore further, the researcher details the problems that focus on lifestyle, brand image, and price considerations in making consumer purchasing decisions. Therefore, the researcher intends to conduct a study entitled *"Implications of Lifestyle, Brand Image and Price for Momoyo Ice Cream Purchasing Decisions in Pangkalpinang"*.

Problem Formulation

The problem formulation of this study includes:

- a. What are the individual lifestyle implications for purchasing decisions for Momoyo Ice Cream in Pangkalpinang?
- b. What are the individual brand name implications for purchasing decisions for Momoyo Ice Cream in Pangkalpinang?
- c. What are the individual price implications for purchasing decisions for Momoyo Ice Cream in Pangkalpinang?
- d. What are the implications of lifestyle, brand image, and price considerations simultaneously for purchasing decisions for Momoyo Ice Cream in Pangkalpinang?

Literature Review

1) Management

Referring to Malay S.P. Hasibuan (2016: 9), management is a combination of science and art in organizing the process of optimizing human resources and other resources effectively and efficiently to achieve certain goals. This process is able to

shape the achievement of predetermined goals through optimizing the optimization of human resources and other resources to achieve more efficient and effective results.

2) Marketing Management

Dr. Juhari, et al. (2023), interpret marketing management as a management discipline that is essential for all business or business activities in the context of everyday life. In this context, marketing management focuses on efforts to intensify the blessings of products or services in order to gain wider recognition from consumers.

3) Definition of Lifestyle

Lifestyle is an individual's life pattern that is reflected through his activities, interests, and views on spending his financial resources and time (Sumarwan, 2018: 257). Sutisna in Wijaya (2017) describes lifestyle as a pattern of individual life that can be identified from the way they spend time (activities), the importance of certain things in their environment (interests), and their views on themselves and the surrounding world. A person's lifestyle is formed through social interaction and includes activities, interests, attitudes, consumption, and expectations. Lifestyle, as a strategy that individuals adopt in living life, has significant implications for individual needs, attitudes, and has implications for activities and product selection. Lifestyle acts as a driving factor that influences the purchase decision-making process and can be classified into various lifestyle groups.

4) Definition of Brand Image

Kotler and Keller (2016) as cited by Juhari (2023), define brand image as a representation of the identity of a good or service from an individual or organization through elements such as names, symbols, terms, signs, designs, or a combination thereof. The purpose of this element is to distinguish the product or service from competitors in the market. Brand perception is strongly correlated with attitude, including beliefs and preferences for a brand. Consumers who form a positive perception of the brand tend to make purchases (Cahyono, 2018). Brand image, also known as brand image, plays a variety of roles, including as an entry point to the market, adding value to the product, a store of value for the company, and as a force in product distribution. Brand image also provides companies with the capacity to extend the brand from one product market to other market segments through brand extension (Cahyono, 2018). The brand extension strategy, which includes expanding the scope of the brand, is an attractive option for companies to reduce the significant costs associated with new product introductions.

5) Definition of Price

Price can be defined as the value that consumers receive in exchange for ownership or implementation of a product or service, and its value can be determined by the buyer or seller and set by the seller for a certain value that is uniform for all buyers (Fathurrahman, A., & Anggesti, M. (2021)). While referring to Kotler in Fathurrahman, A., & Anggesti, M. (2021), price is the amount of money demanded for a product or service; more generally, price includes the amount of money required for a product or service, reflecting the value that consumers exchange for the benefits obtained from owning or implementing the product or service.

6) Definition of Purchase Decision

Referring to Bafadhal Samira Aniesa (2020), purchasing decisions refer to decisions made by consumers regarding the products that will be purchased, the amount, and the purchase method that will be implemented. In general, decisions can be interpreted as choosing between two or more alternative choices, in accordance with

the concept explained by Schiffman & Kanuk in Wijaya (2017). In other words, the decision-making process requires the existence of available options or choices. Without options that can be selected, the process cannot be classified as decision making. In addition, each consumer does not always require the same level of information search in decision making. If the decision-making process involves a great deal of effort, consumers will invest time in the process. On the other hand, routine purchases tend to be monotonous events and prove to be less enjoyable.

In the context of consumer decision making, there are three levels of effort that can be identified from the highest to the lowest level, namely: *extensive problem solving*, *limited problem solving*, and *routinized response behavior*, as explained by Wijaya (2017).

Framework of Thought

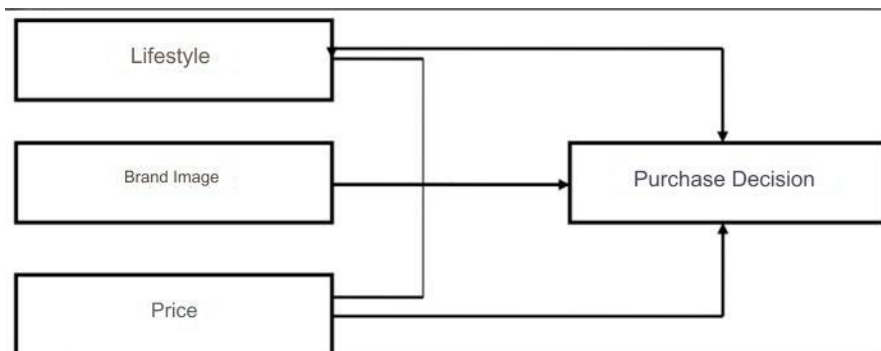


Figure 1. Framework

Study Hypothesis

With reference to the previous explanation, the hypothesis of this study is that there are implications for lifestyle, brand image, and price for purchasing decisions for Momoyo Ice Cream in Pangkalpinang.

2. METHODOLOGY

Type, Location and Timing of Study

This study is quantitative in nature and is carried out at the Master of Management Department of Pertiba University. This series of studies was carried out for approximately one month, starting in December 2023 and ending in January 2024.

Population and Sample

Referring to Sugiyono (2016), population is a generalization area that includes objects or subjects of quality and certain characteristics determined by the researcher to be investigated and then drawn conclusions. In the context of this study, the population includes all consumers who visit Momoyo Ice Cream and meet the criteria, which amounted to 130 people during the study period (1 week before task completion). In this study, the researcher used probability sampling technique with a sample size of 80 respondents.

Data analysis technique

The statistical analysis of this study is the multiple linear regression analysis method to test and obtain results through Multiple Regression Analysis with the help of the Statistical Product and Service Solution (SPSS) program for data testing. The regression model is

explained through a mathematical equation that interprets the correlation:

$$Y = \beta_0 + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + e$$

Keterangan:

Y	: Keputusan Pembelian
β_0	: Konstanta
β_1	: Koefisien regresi gaya hidup bagi keputusan pembelian
β_2	: Koefisien regresi citra merek bagi keputusan pembelian
β_3	: Koefisien regresi harga bagi keputusan pembelian
x_1	: Gaya Hidup
x_2	: Citra Merek
x_3	: Harga
e	: error

This analysis aims to identify the implications between variations in independent variables for the dependent variable that has been determined as the variable to be investigated. Support for this analysis is carried out through testing, namely:

Hypothesis Test

Hypothesis testing aims to assess the extent to which the regression model on the sample is able to predict the actual value. This hypothesis test involves a variety of tests, such as partial test (t-test), simultaneous test (F-test), and coefficient of determination test to evaluate the performance of the regression model from various aspects.

a. Partial Test (t-test):

The t-test is implemented to test the partial implications between the independent variable and the dependent variable, assuming other variables are considered constant. This test considers an error tolerance limit of : 5% ($\alpha = 0.05$).

b. Simultaneous Test (F-test):

The F-test is implemented to test the simultaneous implications between the independent variables and the dependent variable, assuming other variables are considered constant. This test also considers the error tolerance limit: 5% ($\alpha = 0.05$).

c. Determination Correlation Analysis (R²):

The coefficient of determination serves to measure the extent to which the model can interpret variations in the independent variable. When the R² value is low, it proves that the capacity of the independent variables in interpreting the dependent variable is limited. Conversely, a value close to one indicates that the independent variables provide significant information to predict the dependent variable. However, there is a weakness in the implementation of R² related to the number of independent variables in the model, namely the tendency to bias. So, a variety of researchers suggest implementing the Adjusted R² (Adjusted R Square) value to evaluate regression models. Compared to R², the Adjusted R² value is able to change when one independent variable is added to the model. For models with more than two independent variables, it is recommended to use Adjusted R² (Basuki, 2016: 51).

3. RESULT AND DISCUSSION

Statistical Test

1) Validity Test and Reliability Test

The validity and reliability tests of the instruments were applied using Statistical Program for Social Science (SPSS) version 27 software, which includes validity and reliability evaluations.

Tabel 4.1: Hasil Uji Validitas

Variabel	Pertanyaan	r_{hitung}	R_{tabel}	Keterangan
Gaya Hidup (X_1)	$X_{1.1}$	0.536	0.219	Valid
	$X_{1.2}$	0.582	0.219	Valid
	$X_{1.3}$	0.492	0.219	Valid
Citra Merek (X_2)	$X_{2.1}$	0.359	0.219	Valid
	$X_{2.2}$	0.483	0.219	Valid
	$X_{2.3}$	0.511	0.219	Valid
	$X_{2.4}$	0.626	0.219	Valid
Harga (X_3)	$X_{3.1}$	0.720	0.219	Valid
	$X_{3.2}$	0.343	0.219	Valid
	$X_{3.3}$	0.675	0.219	Valid
Keputusan Pembeli (Y)	$Y_{4.1}$	0.556	0.219	Valid
	$Y_{4.2}$	0.698	0.219	Valid
	$Y_{4.3}$	0.439	0.219	Valid
	$Y_{4.4}$	0.580	0.219	Valid
	$Y_{4.5}$	0.545	0.219	Valid

Sumber: Data diolah peneliti, 2024

Each positive value on each question exceeds 0.219. Therefore, it can be suggested that all questions are considered valid.

Tabel 4.2: Tabel Uji Reliabilitas

Variabel	Pertanyaan	Alpha cronbach	Koefisien Alpha	Keterangan
Gaya Hidup (X_1)	$X_{1.1}$	0.816	0.600	Reliabel
	$X_{1.2}$	0.813	0.600	Reliabel
	$X_{1.3}$	0.819	0.600	Reliabel
Citra Merek (X_2)	$X_{2.1}$	0.828	0.600	Reliabel
	$X_{2.2}$	0.821	0.600	Reliabel
	$X_{2.3}$	0.820	0.600	Reliabel
	$X_{2.4}$	0.810	0.600	Reliabel
Harga (X_3)	$X_{3.1}$	0.802	0.600	Reliabel
	$X_{3.2}$	0.830	0.600	Reliabel
	$X_{3.3}$	0.806	0.600	Reliabel
Keputusan Pembeli (Y)	$Y_{4.1}$	0.815	0.600	Reliabel
	$Y_{4.2}$	0.806	0.600	Reliabel
	$Y_{4.3}$	0.823	0.600	Reliabel
	$Y_{4.4}$	0.813	0.600	Reliabel
	$Y_{4.5}$	0.816	0.600	Reliabel

Sumber: Data diolah peneliti, 2024

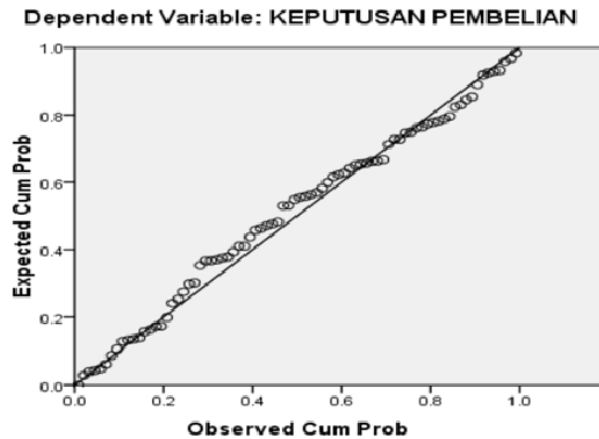
2) Classical Test

Before implementing multiple regression, a requirement that must be met is to ensure the fulfillment of classical assumptions. This is to ensure that the estimates obtained from the multiple regression equation are unbiased and efficient. In this study, a classical assumption test was conducted using three test tools, namely:

3) Normality Test

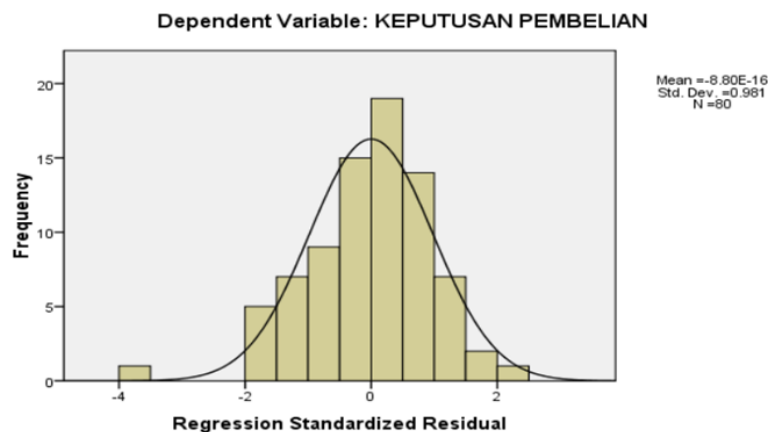
Normality checks are carried out to determine whether the dependent variables and independent variables in the regression model are normally distributed or not. A method implemented to test normality is to use the Normal P Plot graph, where the

Gambar 4.2: Grafik Normal P-P Plot
Normal P-P Plot of Regression Standardized Residual



Sumber: Lampiran SPSS 27, 2024

Gambar 4.3: Histogram Uji Normalitas



Sumber: Lampiran SPSS 27, 2024

pattern of data distribution can be observed. If the distribution of data on the graph follows the diagonal line pattern, the conclusion is that the data distribution is normal.

In the visualization of the Normal P-Plot graph in Figure 4.2, it can be seen that the points follow the diagonal line pattern, proving that the study residuals are normally distributed. Likewise, in Figure 4.3 which proves the normality histogram, it can be observed that the distribution of data forms a bell curve without any deviation to the left or right, in accordance with the normal data distribution pattern.

4) Multicollinearity Test

The purpose of this test is to assess whether there is a correlation between the independent variables in the regression model. If correlation is found, this can be considered a multicollinearity problem. Guidelines to ensure the regression model is free from multicollinearity involve:

- a. Variance Inflation Factor (VIF) value below 10.

- b. Tolerance value does not exceed 1.

Tabel 4.3: Hasil Uji Multikolinieritas		
Variabel	Collinearity Statistics	
	Tolerance	VIF
Gaya Hidup	0.703	1.422
Citra Merek	0.686	1.458
Harga	0.806	1.241

Sumber: Lampiran SPSS 27, 2024

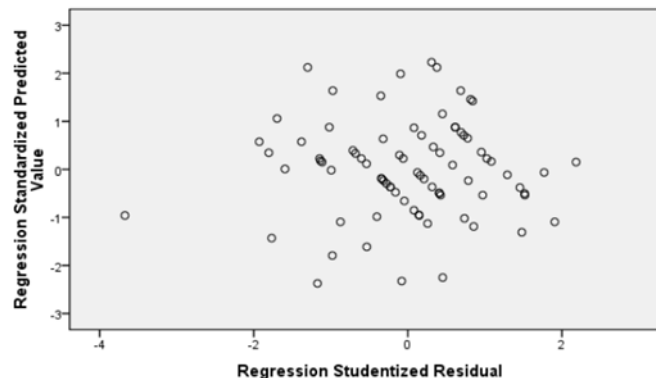
Conclusion:

- In the lifestyle variable, the tolerance value < 1 , namely : 0.703, and the Variance Inflation Factor (VIF) value < 10 , namely 1.422. This proves that the lifestyle variable is not implicated in multicollinearity problems.
- The brand image variable has a tolerance value < 1 , which is 0.686, and a VIF value < 10 , which is 1.458. In conclusion, the brand image variable is not implicated in multicollinearity.
- The price variable proves the tolerance value < 1 : 0.806, and the VIF value < 10 , namely 1.241. Therefore, the conclusion is that the price variable does not experience multicollinearity problems.

5) Heteroscedasticity Test

The heteroscedasticity check was conducted to assess whether there is non-uniform variation in the variance of the regression model. The following are the results of the heteroscedasticity check:

Gambar 4.4: Scatterplot Heteroskedastisitas
Dependent Variable: KEPUTUSAN PEMBELIAN



Sumber: Lampiran SPSS 27, 2024

By referring to the scatterplot, there is no clearly defined pattern, and the points are evenly distributed around the value of 0 on the Y-axis. Therefore, it can be explained that there is no indication of heteroscedasticity in the regression model in this study.

6) Multiple Linear Regression Test

In the process of data analysis using multiple linear regression, a series of steps were carried out to identify the correlation between the dependent variable and the independent variable, by including lifestyle variables (X_1), brand image (X_2), and price (X_3) as factors that implicate purchasing decisions (Y). The regression results can be found in the following table:

Tabel 4.4: Uji Regresi Linear Berganda
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.242	2.857		1.835	.070
	GAYA HIDUP	.409	.170	.258	2.404	.019
	CITRA MEREK	.282	.124	.247	2.285	.025
	HARGA	.480	.180	.261	2.657	.010

Sumber: Lampiran SPSS 27, 2024

The dependent variable, measured by Purchase Decision (Y), proves a value of 3.242. Meanwhile, the independent variables include Lifestyle (X₁) with a coefficient of 0.409, Brand image (X₂) with a coefficient of 0.282, and Price (X₃) with a coefficient of 0.480. Therefore, the multiple linear regression equation in this study can be formulated as follows:

$$Y = 3.242 + 0.409x_1 + 0.282x_2 + 0.480x_3 + e$$

Hypothesis Test

1) Partial Test Results (t-test)

With a sample size of 80 respondents and a total of 4 variables (k), the degree of freedom (df) value can be calculated as n-k, namely 80-4 = 76. With an error rate (standard error): 5%, the t-table value for df = 76 is : 1.668. The following are the results of the Partial Test:

Tabel 4.5: Uji Parsial
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.242	2.857		1.835	.070
	GAYA HIDUP	.409	.170	.258	2.404	.019
	CITRA MEREK	.282	.124	.247	2.285	.025
	HARGA	.480	.180	.261	2.657	.010

Sumber: Lampiran SPSS 27, 2024

Based on the data in the table, we can conclude that the implications of the independent variable for the dependent variable are as follows:

- Lifestyle proves the significance value: 0.019, which is lower than 0.05, and the t-count value: 3.730 > t-table value 1.668. So, partially, lifestyle has significant implications for purchasing decisions for Momoyo Ice Cream in Pangkalpinang.
- Brand image proves the significance value: 0.025 < 0.05, and the t-count value: 2.285 > t-table value 1.668. Therefore, partially, brand image has significant implications for purchasing decisions for Momoyo Ice Cream in Pangkalpinang.
- The price proves the significance value: 0.010 < 0.05, and the t-count value: 2.657 > t-table value 1.668. So, partially, price has significant implications for purchasing

decisions for Momoyo Ice Cream in Pangkalpinang.

2) Simultaneous Test Results (F-Test)

Tabel 4.6: Uji Simultan ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	107.719	3	35.906	6.397	.000 ^a
	Residual	262.481	76	3.454		
	Total	370.200	79			

Sumber: Lampiran SPSS 27, 2024

The resulting F-Count value is 6,625 with a significance level of 0.000. This F-Count figure proves a value $>$ F-Table, which is : 2.72. In addition, the significance value: 0.000 is also $<$ 0.05. So, the conclusion is that simultaneously, lifestyle variables, brand image, and price have significant implications for purchasing decisions for Momoyo Ice Cream in Pangkalpinang.

3) Test Results of the Coefficient of Determination (R^2)

Tabel 4.6: Uji Koefisien Determinasi (R^2) Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.439 ^a	.291	.263	1.858

Sumber: Lampiran SPSS 27, 2024

From the table, the information that can be drawn is as follows:

- The value of R: 0.439, describes the strength of the correlation between lifestyle variables, brand image, and price with purchasing decisions, which can be classified as medium strength, around 43.9%.
- The R^2 value reaches 0.291 (29.1%), proving that about 29.1% of the variation in purchasing decisions can be explained by lifestyle variables, brand image, and price. This describes the degree of limitation of the independent variables in interpreting variations in the dependent variable.
- Adjusted R^2 : 0.263 (26.3%), indicating that about 26.3% of the variation in purchasing decisions can be explained by lifestyle, brand image, and price variables, while the remaining 73.7% is attributed to other unobserved factors.
- Standard Error of the Estimate: 1.858, reflecting the degree of error in measuring the variation in predicted values: 1,858.

4. CLOSING

Conclusion

Based on the previous analysis and discussion, the conclusion is as follows:

- Lifestyle has significant implications for purchasing decisions for Momoyo Ice Cream in Pangkalpinang. This is confirmed by the significance value: $0.019 < 0.05$, and t-count: 3.730, $>$ t-table value 1.668.

- 2) Brand image also presents significant implications for purchasing decisions for Momoyo Ice Cream in Pangkalpinang. This is evident from the significance value: 0.025, <0.05 , and t-count: 2.285, which $>$ t-table value 1.668.
- 3) Price also presents significant implications for purchasing decisions for Momoyo Ice Cream in Pangkalpinang. This is reinforced by the significance value: 0.010, <0.05 , and t-count: 2.657, $>$ t-table value 1.668.
- 4) Lifestyle, brand image, and price simultaneously have significant implications in purchasing Momoyo Ice Cream in Pangkalpinang. This can be seen from the partial test results which prove the significance: 0.000, <0.05 , with an F-count value: 6.397 $>$ F-table 2.72.
- 5) A total of 26.3% of Momoyo Ice Cream purchasing decisions in Pangkalpinang society can be explained by lifestyle variables, brand image, and price, as revealed in the results of the determination correlation test. Meanwhile, the remaining: 73.7% is distributed to other factors not observed in this study. The correlation between lifestyle, brand image, and price with purchasing decisions tends to be low, proving that the people of Pangkalpinang City do not make these three variables the main consideration in purchasing Momoyo Ice Cream.

Study Limitations and Directions for Future Studies Study Limitations

In the course of this study, the researcher has adopted an open approach and established effective communication. Nevertheless, a variety of limitations have been identified. In particular, opportunities remain for other researchers to conduct similar studies, and consideration should be given to selecting or adding a wider range of variables, such as location, product layout, and service quality. These factors, along with other variables, can more deeply understand the implications for consumer purchasing decisions, allowing studies to expand and uncover more issues that can influence the purchasing process.

Advice

The researcher's recommendations are:

- a. It is recommended to expand the sample size in future studies to intensify the accuracy of the study data.
- b. Conducting a continuous study can provide a deeper understanding of changes in respondents' behavior over time.
- c. The findings of this study can serve as a foundation for future researchers to explore additional variables outside the framework of observed variables, such as factors related to customer loyalty.
- d. Future researchers are advised to use the results of this study as a reference and conduct studies involving other variables related to Momoyo Ice Cream in Pangkalpinang City.

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