

## DAFTAR PUSTAKA

- Adriana, N. C., & Ngatno, N. 2020. Pengaruh Brand Image Dan Brand Trust Terhadap Keputusan Pembelian Melalui Minat Beli Sebagai Variabel Intervening (Studi Pada Konsumen Sariayu Martha Tilaar Di Kota Semarang). *Jurnal Ilmu Administrasi Bisnis*, 9(1), 198-208.
- Agustian, I. A., & Murwanti, S. 2023. The Effect of Digital Marketing and Product Quality on Product Purchasing Decisions of Monica The Label. *International Journal of Management Studies and Social Science Research*, 5(1), 155-162.
- Ahdiat, A. 2023. *Indeks Penjualan Retail Meningkat pada April 2023, Tertinggi sejak Pandemi*. Databoks. <https://databoks.katadata.co.id/datapublish/2023/05/10/indeks-penjualan-retail-meningkat-pada-april-2023-tertinggi-sejak-pandemi> diakses 4 Januari 2024
- Aji, B. S., & Putra, A. B. 2024. Pengaruh Harga, Kualitas Produk Dan Citra Merek Terhadap Keputusan Pembelian Konsumen Kopi Kapal Api Pada Toko Arab Aji Rawalumbu. *Interdisciplinary Journal of Computer Science, Business Economics, and Education Studies*, 1(1), 1-6
- Ajzen, I. 1991. The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211.
- Akbar, M. F. 2019. The influence of product quality and price on purchasing decisions at MITRAINDO South Tangerang Online Shop. *Jurnal Ad'ministrare*, 6(2), 237-248.
- Alatas, H., Karyatun, S., & Digidowiseiso, K. 2023. The Influence of Product Quality, Price Perception, and Promotion on The Purchase Decision of Aqua Brand Drinking Water in The Jakarta Area Final Project. *Jurnal Syntax admiration*, 4(4), 517-530.
- Alex, D., & Thomas, S. 2011. Impact of product quality, service quality and contextual experience on customer perceived value and future buying intentions. *European Journal of Business and Management*, 3(3), 307-315.
- Anggita, R., & Ali, H. 2018. The influence of product quality, service quality and price to purchase decision of SGM Bunda Milk (Study on PT. Sarihusada Generasi Mahardika Region Jakarta, South Tangerang District). *Scholars Bulletin*, 3(6), 261-272.
- Anjani, R. G. 2019. Peran Sistem Informasi Terhadap Operasonal Retail. *Jurnal Ekonomi Manajemen Sistem Informasi*, 1(1), 79-86.
- Apriansyah, R., Hermanto, H., Yusnedi, Y., Warnadi, W., & Suwaji, S. 2022. THE EFFECT OF PROMOTION ON PURCHASE DECISIONS MEDIED BY CONSUMER BUYING INTEREST IN SMALL MEDIUM BUSINESS BANANA AND ONION CHIPS IN RENGAT DISTRICT. *Jurnal Manajemen dan Bisnis*, 11(1), 136-140.
- Arianto, N., & Difa, S. A. 2020. Pengaruh kualitas pelayanan dan kualitas produk terhadap minat beli konsumen pada PT Nirwana Gemilang Property. *Jurnal Disrupsi Bisnis*, 3(2).

- Arif, M. 2021. Product quality, influence of price and e-commerce on people's buying interest on UMKM. *International Proceeding of Law and Economic*, 104-111.
- Aritonang, F. V., Zebua, Y., & Melia, Y. 2024. Analisis Pengaruh Desain, Harga, Kualitas Produk Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Kendaraan Motor Honda Jenis Vario Di Rantauprapat. *Management Studies and Entrepreneurship Journal (MSEJ)*, 5(2), 5177-5190.
- Asnawi, A. 2022. Sikap Dan Persepsi Mahasiswa Di Surabaya Terhadap Keputusan Pembelian Secara Online. *Eqien - Jurnal Ekonomi Dan Bisnis*, 9(1), 250-258.
- Bakti, U. Hairudin., & Alie, MS. 2020. The Influence of Service Quality, Products and Prices on Purchase Interest in Stores Online Lazada in Bandar Lampung. *Journal of Economics*, 22(1), 101-118.
- BPS. 2022. Jumlah Penduduk Menurut Jenis Kelamin (Jiwa). BPS. <https://semarangkota.bps.go.id/indicator/12/78/1/jumlah-penduduk-menurut-jenis-kelamin.html> diakses 4 Januari 2024
- Byhaqi, M. M. R., Karyatun, S., & Digidowiseiso, K. 2023. The Influence of Brand Image, Price, and Promotion on the Purchasing Decision of White Koffie Civet Coffee in the South Jakarta Area. *Jurnal Syntax Admiration*, 4(5), 733-745.
- Chairunnisa, T. U. A., et all. 2023. Analisis Pengaruh Harga Produk, Citra Merek, Kualitas Produk, dan Promosi terhadap Minat Beli Produk Sabun Lifebuoy di Minimarket Sari Mulya Kaligangsa. *JECMER: Journal of Economic, Management and Entrepreneurship Research* Vol. 1, No. 4.
- Daniel, C., & Hernandez, T. 2024. What retail apocalypse? A Delphi forecast of commercial space demand in the Toronto region. *Journal of Retailing and Consumer Services*, 77, 103670.
- Dapas, C. C., Sitorus, T., Purwanto, E., & Ihalauw, J. J. 2019. The effect of service quality and website quality of zalora. Com on purchase decision as mediated by purchase intention. *Calitatea*, 20(169), 87-92.
- Dhewi, T. S., & Azzahra, H. F. 2023. Unlocking Impulse Buying: The Role of Self Control, Shopping Lifestyle, and Age in Purchase Decisions at Miniso. In *BISTIC Business Innovation Sustainability and Technology International Conference (BISTIC 2023)* (pp. 78-86). Atlantis Press.
- Ekawati, R. R., Saroh, S., & Zunaida, D. 2020. The Effect of Service Quality and Discount Prices on Buying Interest at Saboten Shokudo Restaurant, Klojen District, Malang City.
- Fernos, J., & Ayadi, A. S. 2023. Pengaruh Bauran Pemasaran Terhadap Minat Beli Konsumen Pada Toko Donat Madu Lapai. *Jurnal Valuasi. Jurnal Ilmiah Ilmu Manajemen dan Kewirausahaan Jurusan Manajemen Fakultas Ekonomi dan Bisnis Universitas Bina Bangsa*. Vol. 3, No. 2.
- Geraldine, Y. M. 2021. Pengaruh Citra Merek, Kualitas Produk, Media Sosial Dan Harga Terhadap Minat Beli Konsumen Pada Produk Brand Wardah. *POINT: Jurnal Ekonomi Dan Manajemen*, 3(1), 71-82.
- Goodhue, D. L., Lewis, W., & Thompson, R. 2012. Does PLS have advantages for small sample size or non-normal data?. *MIS quarterly*, 981-1001.

- Guelmemi, N. 2022. Re: What is the acceptable minimum sample size in conducting a Quantitative analysis (PLS-SEM) on Primary Data?. Retrieved from: [https://www.researchgate.net/post/What\\_is\\_the\\_acceptable\\_minimum\\_sample\\_size\\_in\\_conducting\\_a\\_Quantitative\\_analysis\\_PLS-SEM\\_on\\_Primary\\_Data/61ede1d43555db36e85ac7e4/citation/download](https://www.researchgate.net/post/What_is_the_acceptable_minimum_sample_size_in_conducting_a_Quantitative_analysis_PLS-SEM_on_Primary_Data/61ede1d43555db36e85ac7e4/citation/download).
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. 2022. A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM), 3rd ed. Thousand Oaks, CA: Sage.
- Hakim, M., Lukitaningsih, A., & Susanto. 2019. Pengaruh Promosi, Harga, Kualitas Produk Terhadap Minat Beli Sepeda Motor Honda di Kota Yogyakarta. *Jurnal Ekobis Dewantara*. Vol. 2, No. 3.
- Halim, V., Butar-Butar, M., Susanto, J., Adhitya, S., Cutiara, J., & Gultom, R. 2024. Pengaruh Penetapan Harga, Kualitas Pelayanan Dan Kepuasan Pelanggan Terhadap Keputusan Pembelian Pada PT. Tuahta Maju Ersada. *Management Studies and Entrepreneurship Journal (MSEJ)*, 5(2), 4287-4295.
- Hamid, R. S., & Anwar, S. M. 2019. Structural Equation Modeling (SEM) Berbasis Varian, Konsep Dasar dan Aplikasi Program Smart PLS 3.2.8. dalam Riset Bisnis. Jakarta: PT Inkubator Penulis Indonesia.
- Har, L. L., Rashid, U. K., Te Chuan, L., Sen, S. C., & Xia, L. Y. 2022. Revolution of retail industry: from perspective of retail 1.0 to 4.0. *Procedia Computer Science*, 200, 1615-1625.
- Harisno, H., & Herby, D. 2018. The analysis of factors affecting the buying interest of e-commerce customers. *CommIT (Communication and Information Technology) Journal*, 12(1), 13-18.
- Haro, A., Oktaviana, D., Dewi, A. T., Anisa, W., & Suangkupon, A. 2020. The influence of brand image and service quality towards purchase intention and its impact on the purchase decision of Samsung smartphone. *KnE Social Sciences*, 329-336.
- Hawkins, D. I., & Mothersbaugh, D. L. 2010. *Consumer Behavior: Building Marketing Strategy* (11<sup>th</sup> ed.). McGraw-Hill.
- Hermiyenti, S., & Wardi, Y. 2019. A literature review on the influence of promotion, price and brand image to purchase decision. In 2nd Padang International Conference on Education, Economics, Business and Accounting (PICEEBA-2 2018) (pp. 254-261). Atlantis Press.
- Jatmiko, A. 2022. *Mengenal Bisnis Ritel, Definisi, Karakteristik, dan Jenis-jenisnya*. Katadata. <https://katadata.co.id/agungjatmiko/ekonopedia/630e6d0b174e6/mengenal-bisnis-ritel-definisi-karakteristik-dan-jenis-jenisnya?page=1> diakses 5 Januari 2024
- Jebb, A. T., Ng, V., & Tay, L. 2021. A review of key Likert scale development advances: 1995–2019. *Frontiers in psychology*, 12, 637547.
- Kharisma, L., & Hutasuhut, S. 2019. Peran Mediasi Minat Beli pada Pengaruh Brand ambassador dan Kualitas Produk terhadap Keputusan Pembelian. *Niagawan*, 8(3), 197-215.

- Kock, N., & Hadaya, P. 2018. Minimum sample size estimation in PLS- SEM: The inverse square root and gamma- exponential methods. *Information systems journal*, 28(1), 227-261.
- Kotler, Philip. 2006. *Manajemen pemasaran*, jilid I, Edisi kesebelas, Jakarta, P.T. Indeks Gramedia.
- Kotler, P., Keller, K., Kotler, P., Keller, K., Kotler, P., & Keller, K. 2015. *Marketing management*, global edition. Pearson Education, Limited.
- Limpo, L., Rahim, A., & Hamzah, H. 2018. Effect of product quality, price, and promotion to purchase decision. *International Journal on Advanced Science, Education, and Religion*, 1(1), 9-22.
- Magdalena, M., Zusmawati, Z., Algusri, J., Fernos, J., & Rozi, F. 2023. The Influence Of Price Perception, Promotion, And Online Customer Review On Consumer Buying Interest In Lazada E Commerce In Padang Utara District. *Jurnal Apresiasi Ekonomi*, 11(1), 41-48.
- Mahira, M., Hadi, P., & Nastiti, H. 2021. Pengaruh kualitas produk dan kualitas pelayanan terhadap kepuasan pelanggan Indihome. *Konferensi Riset Nasional Ekonomi Manajemen dan Akuntansi*, 2(1), 1267-1283.
- Maiza, F., Sutardjo, A., & Hadya, R. 2022. Pengaruh Kualitas dan Harga Produk Terhadap Keputusan Pembelian konsumen Pada Toko Nazurah Hijab Di Kubang Tungkek Kabupaten Lima Puluh Kota. *Matua Jurnal*, 4(2), 375-386.
- 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.
- Miniso. 2023. 2023 Annual Report. <https://ir.miniso.com/Interim-Annual-Reports> diakses 4 Januari 2024
- Miniso. 2022. 2022 Annual Report. <https://ir.miniso.com/Interim-Annual-Reports> diakses 4 Januari 2024
- Nadiya, F. H., & Wahyuningsih, S. 2020. Pengaruh Kualitas Produk, Harga dan Citra Merek Terhadap Keputusan Pembelian Fashion 3second Di Marketplace (Studi Pada Mahasiswa Pengguna Fashion 3second Di Kota Semarang). In *Prosiding Seminar Nasional Unimus (Vol. 3)*.
- Nurkariani, N. L., & Febriani, K. A. D. 2024. The Influence of Brand Equity and Direct Marketing on Purchase Interest That Impacts The Purchase Decision of Wardah Cosmetics Products At Abadi Store. *INVEST: Jurnal Inovasi Bisnis dan Akuntansi*, 5(1), 134-144.
- Panjaitan, J. H., Manik, P. C., & Ritonga, R. R. 2022. The Influence of Price, Promotion, and Service Quality on Buying Interest at Bloum's Cafe & Resto Medan. *International Journal of Comparative Accounting And Management Science (IJCAMS)*, 1(2), 72-81.
- Perwitasari, A. S. 2023. Mandiri Spending Index: Belanja Masyarakat Meningkatkan di Akhir Tahun 2022. *Kontan*. <https://nasional.kontan.co.id/news/mandiri-spending-index-belanja-masyarakat-meningkat-di-akhir-tahun-2022> diakses 4 Januari 2024

- Poespa, A. A. R., Cahyono, R., & Martah, V. 2020. Pengaruh kualitas produk, persepsi harga, dan promosi terhadap keputusan pembelian lotion Marina. *IQTISHA Dequity Jurnal MANAJEMEN*, 3(1), 212-223.
- Prasetyo, K. A. 2018. The influence of trust, security and service quality toward purchase decision at Lazada. *Journal of Research in Management*, 1(2), 18-22.
- Prasetyo, M. H., & Hasyim, H. 2022. Pengaruh Kualitas Produk, Harga dan Kepercayaan terhadap Minat Beli Produk Fashion Secara Online. *Nusantara Hasana Journal*, 1(11), 22-32.
- Pratiwi, R. A., Juliati, R., & Sa'diyah, C. 2022. The Influence of Brand Image, Product Quality, and Price on Purchase Decisions: Study on iPhone Smartphone Users in Malang City. *Jamanika (Jurnal Manajemen Bisnis dan Kewirausahaan)*, 2(02), 129-137.
- Prayogi, S., & Santosa, A. 2019. The Influence of Product Quality, Prices and Promotions on Interest in Buying Sri Sulastri'S Batik. *Jurnal Apresiasi Ekonomi*, 7(1), 9-17.
- Purwati, A., & Cahyanti, M. M. 2022. Pengaruh brand ambassador dan brand image terhadap minat beli yang berdampak pada keputusan pembelian. *IQTISHADUNA: Jurnal Ilmiah Ekonomi Kita*, 11(1), 32-46.
- Ramadhan, H. I., & Saputra, A. D. 2022. Pengaruh kualitas produk dan kualitas layanan terhadap minat beli konsumen pt hijrah insan karima bekasi. *Jurnal Manajemen Bisnis Krisnadwipayana*, 10(3).
- Ringle, Christian M., Wende, Sven, & Becker, Jan-Michael. 2024. SmartPLS 4. Bönningstedt: SmartPLS. Retrieved from <https://www.smartpls.com>
- Rizaty, M. A. 2023. Jumlah Toko Retail di Indonesia Sebanyak 3.98 Juta pada 2022. *DataIndonesia*. <https://dataindonesia.id/industri-perdagangan/detail/jumlah-toko-retail-di-indonesia-sebanyak-398-juta-pada-2022> diakses 5 Januari 2024
- Safina, W. D., & Tanjung, L. A. 2023. PENGARUH PRODUCT QUALITY DAN WORD OF MOUTH TERHADAP MINAT BELI PADA USAHA KECIL MENENGAH (UKM) PAHAT BATU MEDAN MAIMUN. *JURNAL Educo Universitas Balikpapan*. Vol. 6, No. 1.
- Sekaran, U., & Bougie, R. 2016. *Research Methods for Business*. United Kingdom: WILEY.
- Schiffman, L. G., & Wisenblit, J. 2019. *Consumer Behavior* (12<sup>th</sup> ed.) Global Edition. Pearson Education
- Solihin, D. 2020. Pengaruh kepercayaan pelanggan dan promosi terhadap keputusan pembelian konsumen pada online shop mikaylaku dengan minat beli sebagai variabel intervening. *Jurnal Mandiri: Ilmu Pengetahuan, Seni, Dan Teknologi*, 4(1), 38-51.
- Solomon, M. R. 2019. *Buying, having and being*. Pearson.
- Suganda, U. K., Handayani, W. F., & Amalia, A. 2021. The effect of promotion and perception of the quality of advan smartphone products on purchase interest in the Dukonsel Store Bandung. *Review of International Geographical Education Online*, 11(6), 778-783.

- Sugiyono. 2019. Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.
- Suhatman, S., Sari, M. R., Nagara, P., & Nasfi, N. 2020. Pengaruh atribut produk dan promosi terhadap minat beli konsumen kota pariaman di toko online Shopee. *Jurnal Bisnis, Manajemen, Dan Ekonomi*, 1(2), 26-41.
- Suryowati, E. 2020. Kontribusi Sektor Ritel terhadap PDB Tetap Positif di Tengah Pandemi. *JawaPos*.  
<https://www.jawapos.com/ekonomi/01298294/kontribusi-sektor-ritel-terhadap-pdb-tetap-positif-di-tengah-pandemi> diakses 6 Januari 2024
- Tangka, G. C., Tawas, H. N., & Dotulong, L. O. 2022. Pengaruh Iklan Dan Citra Merek Terhadap Minat Beli Dan Keputusan Pembelian Sepatu Merek Ventela (Ventela Shoes) Studi Pada Mahasiswa Jurusan Manajemen Fakultas Ekonomi Unsrat Angkatan 2018. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 10(1), 383-392.
- Tanjung, L. A., & Safina, W. D. 2023. PENGARUH PRODUCT QUALITY DAN WORD OF MOUTH TERHADAP MINAT BELI PADA USAHA KECIL MENENGAH (UKM) PAHAT BATU MEDAN MAIMUN. *Jurnal Edueco*, 6(1), 1-10.
- Top Brand Award. (n.d.). Top Brand Index for Teens 2023. [https://www.topbrand-award.com/top-brand-index/?tbi\\_year=2023&tbi\\_index=top-brand-for-teens&category=retail](https://www.topbrand-award.com/top-brand-index/?tbi_year=2023&tbi_index=top-brand-for-teens&category=retail) diakses 4 Oktober 2023
- Tran, T. A., Pham, N. T., PHAM, K. V., & Nguyen, L. C. T. 2020. The roles of health consciousness and service quality toward customer purchase decision. *The Journal of Asian Finance, Economics and Business*, 7(8), 345-351.
- Usman, O., & Dyanti, N. S. 2020. The Influence of Price, Promotion, and Word of Mouth On Buying Interest. *Promotion, and Word of Mouth On Buying Interest*.
- Wahyuni, S., & Praninta, A. 2021. The influence of brand equity and service quality on purchase decisions on Garuda Indonesia airline services. *Research Horizon*, 1(1), 28-38.
- Waluya, A. I., Iqbal, M. A., & Indradewa, R. 2019. How product quality, brand image, and customer satisfaction affect the purchase decisions of Indonesian automotive customers. *International Journal of Services, Economics and Management*, 10(2), 177-193.
- Wang, X., Guo, J., Wu, Y., & Liu, N. 2020. Emotion as signal of product quality: Its effect on purchase decision based on online customer reviews. *Internet Research*, 30(2), 463-485.
- Winasis, C. L. R., Widiyanti, H. S., & Hadibrata, B. 2022. Determinasi Keputusan Pembelian: Harga, Promosi dan Kualitas Produk (Literature Review Manajemen Pemasaran). *Jurnal Ilmu Manajemen Terapan*, 3(4), 399-410.
- Yusuf, A., & Sunarsi, D. 2020. The effect of promotion and price on purchase decisions. *Almana: Jurnal Manajemen dan Bisnis*, 4(2), 272-279.
- Zamharira & Nainggolan, B. M. 2023. PRODUCT QUALITY, PRICE PERCEPTION AND SOCIAL MEDIA ON PURCHASE DECISIONS

- AT CAFE KHARISMA. *Journal of Management and Leadership*, 6(1), 57-72.
- Zega, A. K. (n.d). THE EFFECT OF PROMOTION AND PLACE ON CONSUMER BUYING INTEREST (CASE STUDY OF MATAHARI DEPARTMENT STORE THAMRIN PLAZA MEDAN). *Quantitative Economics Journal*, 11(2), 80-87.