

# The Effect of Product Trend on Purchase Intention (Survey of Foods and Beverages Customers in Garut Regency)

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## Abstract

This study discusses the influence of product trends on buying interest (Survey on Current Food and Beverage consumers in Garut Regency). This study aims: (1) to determine the effect of Product Trend on Garut people's Interest in Buy (2) to find out Garut people's buying interest which is influenced by product trends (3) to find out how much influence the Product Trend has on Garut people's buying interest. Researchers used quantitative research by using a descriptive approach to 58 respondents. The data analysis technique used is simple regression with the IBM SPSS application 2. The measurement scale used by researchers is the interval scale. This study uses primary data and secondary data obtained from journals, books, literature, scientific works, or previous research from the internet with relevant sources. The primary data collection technique in this study was a questionnaire containing a number of structured questions given to respondents through Google forms and respondents gave answers based on a Likert scale of 1-5, starting from 1 (strongly disagree) to 5 (strongly agree). The conclusion of this research is the Production Trend influences the buying interest of the Garut community with an influence of 30.5%. This influence the higher product trends, it will affect the increase in buying interest

**Keywords** Product Trend; Purchase Intention

**Paper Type** Research Paper

## Introduction

Indonesia, with a sizeable population of 220 million, is a potential market for various types of food products including snack foods. Types of snacks on the market today are very diverse, both in the form of modern snacks such as snacks, biscuits, cakes, confectionery, etc., as well as traditional snacks (Jayani, 2019). The food and beverage industry is projected to remain one of the mainstay sectors supporting national manufacturing and economic growth next year. The important role of this strategic sector can be seen from the consistent and significant contribution to the Gross Domestic Product (GDP) of the non-oil and gas industry (Kementerian Perindustrian Republik Indonesia, 2018). The rapid development of the food and beverage industry is evidenced from the Ministry of Industry data. Data from the Ministry of Industry shows that the food and beverage industry made a large contribution increasing by Rp 30 trillion to Rp 382 trillion more to total GDP in 2016. The following year also saw a significant increase of 4% to 34.95% of non-industrial GDP -oil and gas in the quarter III / 2017 period. National GDP also increased 3.85% to 6.21% in the quarter III / 2017 (Kementerian Perindustrian Republik Indonesia, 2018).

Food and drinks are the necessities of human life. Where humans cannot leave that need because food and drink is one of the three basic needs. Without food and drinks a person will not carry out daily activities. This is considered why the people really like to buy food and drinks because they fulfill their daily needs. In addition there are also some foods and drinks that appear to follow the trends (Hartari, 2017). Consumer buying interest in trading activities is becoming increasingly developed due to technological advances (Iam H. Hamdani, Maulani, & Muharam, 2019). Technology that is increasingly developing causes trade increasingly unlimited time and place. If in the past trading could only be done through face-to-face meetings, now through an internet network trading can be done without the need to face-to-face like decades ago (Japariato & Adelia, 2020). The mushrooming of e-commerce platforms in Indonesia makes each platform mobilize all of its strategies, capabilities and uniqueness to increase traffic and sales traffic from seller partners who work with them, both from website skills and prices, because buyers can only deal with company through website and price are certainly factors that are highly considered by consumers before shopping online (Japariato & Adelia, 2020).

The development of information and communication technology makes changes in market habits and behavior both producers and consumers in the transaction (N. A. Hamdani, Herlianti, & Solihat, 2019). Subtle changes as a result of this technology can be seen from changes in people's behavior in marketing and shopping for goods and services on the internet (Solihat, 2019). This change in business behavior is important to be known by Small and Medium Enterprises (SMEs) (Siswanto & Fahriannur, 2016). Market trends are the tendencies felt by financial markets to move in certain directions from time to time. This trend is classified as secular for the old timeframe, primary for the intermediate timeframe, and secondary for the short timeframe (Hutabarat, 2016). In addition, people's behavior patterns have experienced a shift in trends thanks to technological advances making people prefer to share or share their activities on social media (social networks) (Putri, Nurwati, & S., 2016) (Abdul, Maulani, Hamdani, & Garut, 2019). Whereas over time the trend of online food and beverage consumption is increasing supported by a digital revolution that is so good. This phenomenon is supported by data presented by APJII or known as the Indonesian Internet Service Providers Association. APJII provides data that as much as 54.69 percent of people in Indonesia have used the internet in their daily lives, with 49.52 percent in it are millennials. The population of millennials in Indonesia reaches 90 million with a proportion of 34.45 percent, more than a third of the population in the State of Indonesia. According to these data, it can be concluded that millennials are the people with the largest percentage. The large

number of millennials makes this transition felt significantly by both sellers and consumers, because generally millennials actively contribute and have an open nature in accepting new things, including in culinary matters

The city of Garut is a city that has a wealth of abundant natural resources and culinary that is no less interesting with its natural beauty, culinary in Garut underwent a lot of development, this is evidenced by the emergence of several types of foods that are original creations of the City of Garut, one example is Chocodot, Chocodot itself is the name of a typical food product from West Java. Choco stands for Chocolate, while Dot stands for Dodol Garut. Chocodot was founded in 2009 and is produced manually in the city of Garut. At first glance, the appearance of Chocodot is no different from chocolate bars in general. Aluminum foil wrapped and stored on the packaging. Chocodot packaging itself is almost not like a home production. Because, this dodol chocolate packaging really follows the market trend (Hamid, 2017). According to the author's point of view, most people in the city of Garut have a fairly high interest in buying food and drinks because it is influenced by existing market trends. This happens because of the attractiveness of each food seller to attract the attention of buyers such as changing the concept of a more comfortable and aesthetic or instagramable place to be used as a selfie or other portrait. This research aims to find out how much influence the food and beverage trends have on Garut people's buying interest. Based on the Background, the purpose of this study is as follows: 1) To find out the effect of product trends on Garut people's buying interest, 2) To find out the buying interest of the Garut community which is influenced by product trends, and 3) To find out how big the influence of food and beverage trends on Garut people's buying interest. Based on the Research Objectives, the authors formulate the problem as follows: 1) Is there an influence of product trends on the buying interest of the Garut community?, 2) Is Garut people's buying interest influenced by product trends?, and 3) How big is the influence of food and beverage product trends on Garut people's buying interest?. With the research title "The Effect of Product Trend on Purchase Intention (Survey on Food and Beverage Consumers in Garut Regency)".

## Literature Review

### *Product Trend*

Product trends consumer reactions to marketing strategies have a large impact on a company's success. It is therefore not surprising that a fundamental understanding of the benefits of study and marketing management is an important trigger for many companies to create a marketing mix that can satisfy consumers, including analysis of why, what, where, when and how consumers and who buys. The results of this understanding will enable marketers / producers to predict better related to how consumers will respond to marketing strategies that are run by the company (Yasid, 2016). Trend is the average change in the long term (usually every year) Trend can be an upward trend called a positive trend and can also be a downward trend called a negative trend Called a positive trend if the variable under study (X) shows symptoms of an increase or shows an average an increase is called a negative trend if the variable under study (X) shows a symptom of decreasing or showing an average decrease in Trends can be a linear trend, parabolic / quadratic trends, and exponential trends.

Trend is liked by most people, in this case, something (object or object) is a thing that is much talked about, liked or even used by the community. So something that becomes a trend can be detected when we see something we often hear, we see many people like and wear. For example android mobile, where we will often hear the word android when in everyday life, or even we see most people are carrying or owning an Android phone (Nizar Alam Hamdani, Herlianti, Nugraha, & Suparman, 2019). Product trends can be influenced by buying interest because they relate to individuals who can be influenced by other individuals. In addition, product trends can also be influenced by places or environments that can attract other individuals. Food trends refer to flavors and food and beverage products related to certain seasons. This trend will provide a timetable about the appearance of food and drink that will be brought under culinary products in front of them in their form. Also about the trend of food and drink will vary according to the types of culinary objects, especially where they are, in the need for food and drinks, such as, so that they meet the needs of the community. Trend analysis is a statistical analysis method which is intended to make an estimate or forecast in the future. In order to forecast well, it requires a large amount of information (data) and is observed in a relatively long period of time, so that the results of the analysis can find out how much fluctuations occur and what factors influence the changes (Oroh, 2014).

### *Purchase Intention*

Purchase intention is something that is personal and related to attitude, individuals who are interested in an object will have the strength or drive to perform a series of behaviors to approach or obtain the object. Purchase intention is a desire to buy a product or service due to external and internal influences where previously an evaluation of the product or service to be purchased (Helmi, 2016). Interest that arises in the buyer is often contrary to the financial condition they have. Consumer buying interest is a hidden desire in the minds of consumers. Consumer buying interest is always veiled in each individual, where no one can know what is desired and expected by consumers. The following will give some definitions about consumer buying interest from marketing experts.

Buying interest is how likely consumers are attached to the buying interest (Setiawati, 2015). interest is an effective response or process of feeling or liking a product but has not made a decision to buy (Yanni, 2018). One way to develop buying interest is through promotion, namely communication that informs prospective buyers of an income or something or gets a response. Consumer buying interest is actions and social relations carried out by individual consumers, groups and organizations to assess, obtain and use goods through an exchange or purchase process that begins with the decision making process that determines these actions (Sopini, 2014). Consumer buying interest is a consumer's desire for the fulfillment of needs and desires that are hidden in the minds of consumers. Consumer buying interest is always veiled in each individual, where no one can know what is desired and expected by consumers. Indicators of purchase intention of a prospective consumer are as follows: 1) Attention, namely the attention of prospective consumers to the products offered by producers, 2) Interest, the prospective customer's interest in products offered by producers, 3) Desire, the desire of potential consumers to have a product offered by the manufacturer, and 4) Action, i.e. prospective consumers make purchases of the products offered.

### Consumer behavior

Theories of consumer behavior that emerged in the West after the emergence of capitalism, were built to answer four main questions (Sutisna, 2003). First, what characteristics of motivation and desire trigger consumption behavior? Second, why do consumers buy and consume certain products, brands and services from so many alternatives offered by their environment? Third, how do consumers consider and feel their impulses and desires and how do they translate these into action? Fourth, what kind of explanation can be given for consumer motives and motives across individuals and situations? It is therefore not surprising that many of the studies conducted have directly linked the life side (eg individual values or social identity) to the ownership side (preferred products and product features), which, in general, through hierarchy consumer values arise psychological consequences of consumption of the desired product, and then, in turn, affect product preferences (Yasid, 2016). Consumer purchasing decisions to buy or not buy is a behavioral response to stimuli received by consumers which include: 1) Product aspects: Quality, new models, materials used, brands, warranty, 2) Price aspects: Low prices, 3) Promotional aspects: advertising, promotion, sales, publicity, and 4) Distribution aspects: The ease of obtaining, the ease of comparing consumer behavior is strongly influenced by cultural, social, personal and psychological factors (Philip Kotler, 2012). Purchase Decisions made by consumers are a collection of a number of decisions. Each Purchase Decision has a structure of seven components, namely: 1) Decisions about the type of product, 2) Decisions about brands, 3) Decisions about the shape of the product, 4) Decisions about product sales, 5) Decisions about the number of products, 6) Decisions about the time of purchase, and 7) Decisions about how to purchase.

### Previous Research Following is the Previous Research that is relevant to this Research

1. Journal of Muhammad Hafiz Sayuti1, Citra Kusuma Dewi, SE., MBA (2015) with the title "Analysis of the influence of customer experience on consumer repurchase interest in Bandung cafe number" In this study data were collected through a questionnaire method to 100 respondents using purposive sampling technique. Then an analysis of the data obtained using quantitative methods. Data analysis technique used is multiple linear regression and questionnaire data is processed to determine the results of the validity test, reliability test and classical assumption test.
2. Jurnal Natalia Soesatyo and Leonid Julivan Rumambi, S.E., M.M. (2013) with the title "Analysis of the credibility of celebrity endorser models audience attitudes towards advertising and brands and their influence on top coffee buying interest" This study aims to analyze the influence of celebrity endorser credibility on the attitude of advertising audiences and brand attitudes and their influence on consumer buying interest "Top Coffee ". In this study used as many as 30 respondents, the method to be used is non-probability namely purposive sampling. Data collection is done by in-depth interviews and data analysis methods are carried out with content analysis. The results of this study can be drawn from this study, that the use of celebrity endorsers can increase audience response to the product being advertised.
3. Handy Noviyarto Journal (2017) with the title "The Influence of Mobile Internet Consumer Behavior Against the Decision to Purchase Unlimited CDMA Internet Data Package Services in DKI Jakarta" This study aims to analyze the four factors, so it can be known whether all of these factors influence, how relationship and how much influence, as well as what factors most influence on purchasing decisions. Research is limited to only users of CDMA telecommunications operators who provide Unlimited Internet data package services, using descriptive and quantitative research methods. Data collection techniques were carried out by distributing questionnaires. Data analysis techniques using validity and reliability, multiple regression (Noviyarto, 2017).

### Conceptual Framework and Hypothesis

Based on a review of the research literature that has been developed above and to facilitate the research it is necessary to make a framework that describes a relationship of the independent variable that is Trends Product (X) to the Dependent variable namely Purchase Interest (Y) The conceptual framework in this study can be described as follows:

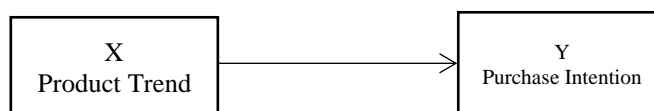


Figure 1. Research Model

Based on the formulation of the problem, the research hypothesis is as follows:

Ho = there is no effect of Product Trend to Purchase Intention

Ha = there is an effect of Product Trend to Purchase Intention

### Methodology

#### Operational Definitions

In this study, the variables in question are:

1. Independent variable (independent variable) or independent variable (X) is the Product Trend
2. Dependent variable (dependent variable) or Bound variable (Y) is the Purchase Intention

#### Types of research

This type of research uses the type of quantitative research using a descriptive approach, descriptive research is a causal relationship, where the independent variables affect the dependent variable. The method used in research using quantitative research methods. Quantitative research methods are research conducted to find out one aspect of a broad research target even though the data collection uses sampling techniques. This research uses Linear Regression Analysis Techniques. Defines regression analysis as a study of the

relationship of one explained variable (the explained variable) with one or two explaining variables (the explanatory). The first variable is also called the dependent variable and the second variable is also called the independent variable.

Research variables are basically anything in the form of what is determined by researchers to be studied in order to obtain information about it. In this research, the independent variable is food and beverage trend and the dependent variable is buying interest. The measurement scale used for operational variables in this study is the interval scale. The instrument scale used to measure operational variables in this study is the Likert scale. In this study, the population used is the Garut community. Data collection is carried out by distributing questionnaires to the Garut community, especially students who like to buy food and drinks, distributing questionnaires using Google Form which is done by giving a set of questions or written statements to respondents to be answered

### **Sample and population**

The sample is part of the number and characteristics of the population. The respondent sampling technique used in this study is non probability sampling, which is a sampling technique that does not provide equal opportunity or opportunity for each element or member of the population to be selected as a sample (Hidayat, 2012). The target population is Garut people who often consume food and drinks. To provide an ideal population limit, the unit of analysis of this study is the Garut Society as an individual. Fidel in (Suhartanto, 2017) gave a formula for the size of the sample by referring to the number of independent variables, namely  $N \geq 50 + 8i$  ( $i$  is the number of independent variables). Then, the number of samples to be used was 58 respondents based on the calculation of  $50 + 8(1)$ . Criteria for respondents determined by researchers in this study were men and women aged over 15 years to 34 years who live in the city of Garut. The reason for selecting the age of respondents 15-34 years is adjusted to the age of the target market that often consumes food and drinks. Respondents have already bought food and drinks in Garut to find out the trends and buying interests of the Garut community.

Defines interval scale as a scale that allows researchers to carry out arithmetic calculations on data collected from respondents (Hidayat, 2012). The measurement has no real zero value. Measurement of consumer attitudes that are commonly used in marketing research is a Likert scale. Likert scale is a scale that asks respondents to respond to the extent to which agree or disagree about an object that is perceived as strongly agree, agree, neutral, disagree and strongly disagree.

### **Result & Discussion**

Data collection In this study primary data and secondary data are needed, while the data are obtained through:

1. Primary Data Primary data is original data collected by researchers to answer specific research problems (Mustikowati & Tysari, 2015) In conducting research, the data collected will be used to solve existing problems so that the data must really be able to trusted and accurate. Data collection methods in this study using a questionnaire. This study uses scale items in the form of an ordinal scale, where alternative answers have five values up to one. Scoring is done on the answers to good questions about Product Trends (X) Purchase Interest (Y)
2. Secondary Data According to (Nguyen & Reiter, 2012) secondary data is publication data collected not only for the purposes of one particular research. In this research, a literature study was conducted to obtain secondary data obtained through literature studies and reference books, newspapers, magazines, articles that are considered relevant and reliable.

### **Characteristics of Respondents**

Respondents in the study numbered 58 respondents, with the following characteristics: (1) 43 respondents or 71.7% were female and 18 respondents or 28.3% were male. (2) 22 respondents or 36.7% aged 15-19 years, 35 respondents or 58.3% aged 20-24 years and 3 respondents or 5% aged 30-34 years.

### **Measurement**

#### 1. Normality Test

The normality test aims to test whether it aims to test whether in the regression model, the dependent variable with the independent variables both have normal distribution relationships or not by looking at the graph form of normality Plot (Handayati, 2019). A good regression model is to have normal or near normal data distribution. A normal distribution of data seen from the distribution of data (points) on the diagonal axis of the graph or by looking at the histogram of the residuals, the basis for decision making is as follows:

- a. If the data spreads around the diagonal line and follows the direction of the diagonal line, the regression model satisfies normality.
- b. If the data spreads far from the diagonal line and does not follow the direction of the diagonal line, then the regression model does not meet normality.

To find out the data is normal or can not be seen in Table 1.

### **One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		58
Normal Parameters <sup>a,b</sup>	Mean	.0E-7
	Std. Deviation	2.34685366
	Absolute	.074
Most Extreme Differences	Positive	.053
	Negative	-.074
Kolmogorov-Smirnov Z		.560
Asymp. Sig. (2-tailed)		.912

a. Test distribution is Normal.

b. Calculated from data.

Based on the SPSS output, it is known that the asymp.Sig (2-Tailed) significance value of 0.912 is greater than 0.05. Then according to the basis of decision making in the Kolmogorov-Smirnov normality test above, it can be concluded that the data are Normal. Thus, the assumptions or normality requirements in the regression model have been fulfilled.

## 2. Linearity Test

A test or analysis conducted in research must be guided by a clear decision-making basis. The basis for decision making in the linearity test can be done in two ways, namely:

- Compare the significance value (Sig.) With 0.05
- Comparing F Calculate Values with F Tables

**ANOVA Table**

			Sum of Squares	df	Mean Square	F	Sig.
TOTAL_Y * TOTAL_X	Between Groups	(Combined)	184.989	12	15.416	2.601	.010
		Linearity	137.715	1	137.715	23.239	.000
		Deviation from Linearity	47.273	11	4.298	.725	.709
	Within Groups		266.667	45	5.926		
	Total		451.655	57			

Source: IBM SPSS STATISTICS 20

Based on the significance value (Sig) Output above, the deviation value from Linearity Sig is obtained 0.709 greater than 0.05. It can be concluded that there is a significant linear relationship between the Product Trend Variable (X) with the Purchase Intention Variable (Y)

## 3. Analysis of the influence of Trend on Buying Interest

In general, the simple linear regression equation is  $Y = a + b X$ . The first analysis is performed to determine the coefficient of Trend Regression of Buying Interest. The results of the analysis can be seen in Table 3.

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	7.995	1.720		4.649	.000
	TOTAL_X	.551	.111	.552	4.956	.000

a. Dependent Variable: TOTAL\_Y

a : constant number of unstandardized coefficients. In this case the value is 7.995. This number is a constant number which means that if there is no trend (X) then the consistent value of Buying Interest (Y) is 7.995

b : regression coefficient number. Value of 0.551. This figure implies that every 1% increase in the level of Trend (X), the buying interest (Y) will increase by 0.551 because the value of the regression coefficient is valued (+), then it can be said that Trend (X) has a positive effect on Buying Interest (Y) so the regression equation is  $Y = 7.995 + 0.551 X$

The second analysis is a hypothesis test that functions to find out whether the regression coefficient is significant or not. The hypothesis that I propose in this simple linear regression analysis is

Ho = there is no effect of Product Trend (X) on Purchase Intention (Y)

Ha = there is an influence of Product Trend (X) on Purchase Intention (Y)

Meanwhile, to ascertain whether the regression coefficient is significant or not (in the sense that variable X influences the variable Y) to be able to compare this hypothesis test in another way, namely by comparing the significance value (Sig) with a probability of 0.05 or by another way that is comparing t value calculated with t table.

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	7.995	1.720		4.649	.000
	TOTAL_X	.551	.111	.552	4.956	.000

a. Dependent Variable: TOTAL\_Y

Based on the above output, the significance value (Sig) is known, equal to 0,000 less than <probability 0.05, so it can be concluded that H0 is rejected and Ha is accepted, which means that "There is an Influence of Trend (X) on Buying Interest (Y)". The third analysis is to compare the test value of t arithmetic with t table to ascertain whether the regression coefficient is significant or not SPSS output (coefficients).

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	7.995	1.720		4.649	.000
TOTAL_X	.551	.111	.552	4.956	.000

a. Dependent Variable: TOTAL\_Y

Based on the above output known t value is 4.956. And t table is  $t_{\alpha} (n-1) = t_{0.05} (58-1) = t_{0.05} (57) = 1.67203$  Because the t value of 4.874 is greater than 1.67203 so it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted, which means that "There is an Influence of Trend (X) on Buying Interest (Y)". The fourth analysis is to see the magnitude of the influence of trends (X) on Purchase Interest (Y) in a simple linear analysis, can see in the SPSS output table part of the model Summary.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.552 <sup>a</sup>	.305	.292	2.36771

a. Predictors: (Constant), TOTAL\_X

b. Dependent Variable: TOTAL\_Y

From the above output, R Square value of 0.305 is known. This value implies that the influence of Trends (X) on Purchase Interest (Y) is 30.5% while 69.5% Buy Interest is influenced by other variables not examined.

**Conclusion**

Having discussed above, it can be concluded that "Trends (X) influences buying interest (Y) with a total effect of 30.5%. This influence the higher the trends, it will affect the increase in buying interest. After analyzing the theory, the researcher succeeded in answering the formulation of the research problem with the following possibilities: 1) There is an influence of product trends on Garut people's buying interest, 2) There is an influence of Garut community buying interest influenced by product trends, and 3) 30.5% of the influence of product trends on Garut people's buying interest. Based on the above conclusions can be given suggestions for further research looking for references other than those on the internet that are more accurate and relevant. And it's better to look for references in the book.

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