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The Influence of Price and Quality Product on Purchase Intention of Toyota Agya in Tuban City

Nur Hidayatul Istiqomah¹, M. Risky Fauzi², Filla Nor Faizah³

¹Institut Agama Islam Nahdlatul Ulama Tuban

²Universitas Pamulang

³Institut Agama Islam Nahdlatul Ulama Tuban

hidayatunur98@gmail.com, mrizkyfauzi77@gmail.com, fillafaizah@gmail.com

Abstrak

This study aims to analyze the effect of price and product quality on consumer purchase intention toward Toyota Agya vehicles in Tuban City. Purchase intention plays a crucial role in determining consumer decision-making and serves as an important indicator for companies in formulating effective marketing strategies. The declining sales performance of Toyota Agya, despite its position as one of the top city car brands in Indonesia, highlights the need to examine the factors influencing consumer interest in purchasing this product. This research employs a quantitative approach using a survey method. Data were collected through structured questionnaires distributed to prospective buyers and consumers who have purchased or intend to purchase Toyota Agya cars in Tuban City. A purposive sampling technique was applied, resulting in a total sample of 110 respondents. The data were analyzed using statistical methods with the assistance of SPSS version 26, including validity tests, reliability tests, classical assumption tests, and multiple linear regression analysis. The results of the study indicate that price has a positive and significant effect on consumer purchase intention. Similarly, product quality also has a positive and significant effect on purchase intention. Furthermore, the simultaneous testing results show that price and product quality jointly have a positive and significant influence on consumer purchase intention toward Toyota Agya vehicles. Although the coefficient of determination indicates that the explanatory power of the model is relatively limited, the findings confirm the importance of aligning price and product quality with consumer expectations.

Kata kunci: Price, Product Quality, Purchase Intention

1. Introduction

Consumer purchase intention has a very important impact on marketing strategy and business decision making because it can help companies understand market needs and wants. By knowing the level of purchase intention, companies can design more targeted products, services and marketing campaigns, and allocate marketing resources and budgets more efficiently. High purchase intent signals potential demand, which allows companies to focus on market segments with the greatest opportunity to purchase (Qalati et al., 2021). Strong purchase intent also contributes to increased sales conversions, as interested consumers are more likely to make a purchase, especially if provided with relevant information, attractive offers or satisfying experiences (Agusiady et al., 2024; Kumar Roy & History, 2023). Understanding consumer purchase intent allows companies to increase sales while building more personalized and relevant relationships with customers.

Purchase intention is one of the key factors that determine the final purchase decision. When consumers show high interest in a product, this reflects a strong desire to own or try the product. The greater the purchase intention, the more likely it is that consumers will take the next step in the buying process (Dincer & Dincer, 2023). Purchase intention serves as the prime mover that motivates consumers to pursue more concrete purchasing decisions, turning intentions into concrete actions. Conversely, if purchase intention is low, the intention to purchase is also likely to decrease, potentially reducing the likelihood of a transaction occurring (Trivasse et al., 2020).

Consumer purchase intention is influenced by product quality and price, which are crucial factors in determining purchasing decisions (Gusti et al., 2020). When consumers assess that a product has high quality and offers a competitive price, this will significantly increase consumers' desire to make a purchase. Consumers tend to look for good value, namely products with quality that meets expectations, but also at prices that are considered

reasonable or affordable (Macheka et al., 2024). Other research states that consumers tend to be more interested in buying products when they feel that the product provides good quality at a reasonable price (Sumaa et al., 2021). If these two factors are balanced, where high quality products at competitive prices will encourage consumers to make purchases, because consumers feel they are getting more value than what they pay.

The phenomenon of declining sales of Toyota Agya, despite remaining in the top 4 of Indonesia's top brands, is interesting to analyze. Although the car is known as a fuel-efficient and affordable vehicle (Hilal Eka Saputra Harahap, 2024), sales have decreased significantly, from 10.90% in 2020 to only 5.60% in 2024, as seen from the following data:

Table 1. Top Brand Award Comparison for City Car Category

No	Brand	Years (%)				
		2020	2021	2022	2023	2024
1	Daihatsu Ayla	16.40	14.60	16.20	18.00	8.00
2	Honda Brio	11.60	12.20	12.50	12.90	10.90
3	Honda Jazz	6.60	9.50	7.00	5.90	6.80
4	Toyota Agya	10.90	9.40	9.40	9.10	5.60

Source: Own Primary Data

This data shows that despite the affordable price and good quality, consumers' purchase intention towards this product still decreased. This decline may indicate that consumers are increasingly paying attention to the alignment between price and quality obtained, where if consumers feel that the quality offered is not comparable to the price paid, then consumer purchase intention will decrease.

It is important to further investigate how price and product quality affect consumer purchase intention, especially for Toyota Agya in Tuban City. The decline in sales even though this product remains in the top brand category indicates an imbalance between the affordable price and the quality that consumers expect. A deeper understanding of consumer perceptions of the relationship between price and quality can help companies formulate more effective marketing strategies. By further researching the factors that influence consumer decisions regarding price and quality, companies can improve or customize products to better match market expectations, and increase consumer appeal and purchase intention.

2. Method

This study employs a quantitative research approach using a survey design to examine the effect of price and product quality on consumer purchase intention toward Toyota Agya vehicles in Tuban City. The research design is classified as descriptive and causal, as it aims to describe the characteristics of the respondents while also analyzing the causal relationship between the variables under investigation, namely price, product quality, and consumer purchase intention.

Data were collected directly from respondents through structured questionnaires. The sampling technique applied in this study was purposive sampling, targeting consumers or potential consumers who have purchased or intend to purchase a Toyota Agya car in Tuban City and are aged over 17 years. A total of 110 respondents were included in the sample, which is considered adequate for quantitative analysis.

The questionnaire items were measured using a five-point Likert scale, ranging from strongly disagree to strongly agree, to capture respondents' perceptions of price, product quality, and purchase intention. Prior to hypothesis testing, the data were analyzed through validity and reliability tests to ensure the accuracy and consistency of the measurement instruments.

Furthermore, classical assumption tests were conducted, including normality testing, to confirm that the data met the requirements for regression analysis. The main data analysis was performed using multiple linear regression techniques with the assistance of SPSS version 26. The results of this analysis were used to test the proposed hypotheses and to determine the influence of price and product quality on consumer purchase intention.

3. Results and Discussion

Table 2. Characteristics of Respondents based on age

Ages	Frequency	Percent
30 – 40	37	33,6
41 – 50	40	36,4
50 or Above	33	30,0
Total	110	100

Source: Data Processed, 2025

Based on Table 2, the age distribution of respondents shows that the majority fall within the productive age category. The largest proportion of respondents is in the 41–50 age group, totaling 40 individuals or 36.4%. This group generally represents individuals who are economically stable, have established careers, and possess strong purchasing power, which makes them a relevant segment for analyzing consumer purchase intention in the automotive sector.

The second largest group consists of respondents aged 30–40 years, accounting for 37 individuals or 33.6%. Consumers in this age range are typically in the early to mid-stages of career development and family formation, which often influences vehicle purchasing decisions. Their preferences tend to balance affordability, functionality, and long-term value, making them an important segment in the city car market.

Meanwhile, respondents aged 50 years and above comprise 33 individuals or 30.0% of the sample. This group often has greater life and consumption experience and may prioritize reliability, comfort, and brand reputation over novelty or trend-driven features. Their inclusion contributes valuable perspectives related to product quality and price perceptions.

Overall, the relatively balanced distribution across age groups indicates that the study captures diverse consumer viewpoints. The dominance of the middle-aged group (41–50 years) suggests that the findings primarily reflect perceptions of consumers at a peak stage of economic and social activity. This enhances the relevance of the results, as this group typically plays a significant role in actual purchasing decisions for durable goods such as automobiles.

Table 3. Characteristics of Respondents based on gender

Gender	Frequency	Percent
Male	72	65,5
Female	38	34,5
Total	110	100

Source: Data Processed, 2025

Based on Table 3, the gender distribution of respondents indicates that male participants dominate the sample. A total of 72 respondents (65.5%) were male, while 38 respondents (34.5%) were female. This indicates that male participation in the survey was almost twice that of female respondents.

The dominance of male respondents may reflect the characteristics of the automotive market, where men often play a more prominent role in vehicle purchasing decisions, particularly for city car segments. Male consumers are generally more involved in evaluating technical specifications, performance, and price considerations, which may influence their higher representation in the study.

However, the presence of a substantial proportion of female respondents suggests that women also contribute significantly to purchasing decisions, either as primary buyers or as influential decision-makers within households. This gender distribution allows the study to capture diverse perspectives regarding price perception, product quality, and purchase intention.

This validity test uses a significance value of $\alpha = 0.05$ with 110 respondents, so the r table is 0.192. The validity test results can be seen in Table 4 below:

Table 4. Validity test results

Variable	Indicators	r Calculate	r Table	Information
Price (X1)	X1_1	0,192	0,635	Valid
	X1_2	0,192	0,665	Valid
	X1_3	0,192	0,575	Valid
	X1_4	0,192	0,589	Valid
	X1_5	0,192	0,342	Valid
Product Quality (X2)	X2_1	0,192	0,547	Valid
	X2_2	0,192	0,598	Valid
	X2_3	0,192	0,657	Valid
	X2_4	0,192	0,663	Valid
	X2_5	0,192	0,731	Valid
	X2_6	0,192	0,702	Valid
	X2_7	0,192	0,576	Valid
Purchase Intention (Y)	Y_1	0,192	0,633	Valid
	Y_2	0,192	0,549	Valid
	Y_3	0,192	0,588	Valid

Source: Data Processed, 2025

Based on Table 4, all indicators used to measure the variables Price (X1), Product Quality (X2), and Purchase Intention (Y) show r calculated values that exceed the r table value of 0.192. This indicates that each questionnaire item has a strong correlation with its respective construct.

For the Price variable (X1), all five indicators demonstrate r calculated values ranging from 0.342 to 0.665, confirming that each item is able to validly measure consumers' perceptions of price. Similarly, the Product Quality variable (X2), which consists of seven indicators, shows r calculated values between 0.547 and 0.731, indicating a strong and consistent relationship between the indicators and the construct of product quality.

Furthermore, the Purchase Intention variable (Y) shows r calculated values above the critical value, ranging from 0.549 to 0.633. This confirms that all indicators effectively represent consumers' intention to purchase Toyota Agya vehicles.

Overall, the results indicate that all measurement indicators used in this study are valid and suitable for further statistical analysis, such as reliability testing and hypothesis testing.

Table 5. Reliability test results

Variable	Cronbach's Alpha	Description
Price (X1)	0,713	Reliable
Product Quality (X2)	0,754	Reliable
Purchase Intention (Y)	0,681	Reliable

Source: Own Primary Data

Table 5 presents the results of the reliability test using Cronbach's Alpha for the variables of Price (X1), Product Quality (X2), and Purchase Intention (Y). The results show that the Cronbach's Alpha values for all variables are greater than the minimum acceptable threshold of 0.60.

The Price variable (X1) obtained a Cronbach's Alpha value of 0.713, indicating good internal consistency among its measurement indicators. Similarly, the Product Quality variable (X2) shows a Cronbach's Alpha value of 0.754, which reflects a strong level of reliability and consistency in measuring perceptions of product quality.

Meanwhile, the Purchase Intention variable (Y) recorded a Cronbach's Alpha value of 0.681. Although this value is lower compared to the other variables, it still exceeds the recommended minimum threshold, indicating that the indicators used to measure purchase intention are reliable.

Table 6. Normality test results

Respondent	Significant	Description
110	0,200	Normal

Source: Data Processed, 2025

Table 6 presents the results of the normality test conducted using the Kolmogorov–Smirnov (One-Sample KS) method. This test aims to determine whether the research data follow a normal distribution. The data are considered normally distributed if the significance (p-value) is greater than or equal to 0.05.

Based on the results shown in Table 6, the significance value obtained is 0.200, which is greater than the required threshold of 0.05. This indicates that the residual data of the regression model are normally distributed. Consequently, the variables of Price, Product Quality, and Purchase Intention meet the normality assumption.

The fulfillment of the normality assumption suggests that the data are suitable for further parametric statistical analysis, such as multiple linear regression. Therefore, the results of hypothesis testing can be interpreted reliably without violating the basic assumptions of the regression model.

Table 7. Coefficient of determination test results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,255	0,065	0,048	2,038

Source: Data Processed, 2025

Table 7 presents the results of the coefficient of determination test. The coefficient of determination is used to measure how much the independent variables, namely Price (X1) and Product Quality (X2), explain the variation in the dependent variable, Purchase Intention (Y).

Based on Table 7, the Adjusted R Square value is 0.048, which indicates that Price and Product Quality jointly explain 4.8% of the variation in consumer purchase intention toward Toyota Agya. This means that the contribution of the independent variables in explaining purchase intention is relatively small.

The remaining 95.2% of the variation in purchase intention is influenced by other factors not included in this research model, such as brand image, promotion, consumer trust, perceived value, after-sales service, and social or psychological factors.

Although the explanatory power of the model is limited, the results still provide meaningful insights into the role of price and product quality in shaping purchase intention. This finding also indicates that consumer purchase intention is a complex construct influenced by multiple factors, suggesting the need for broader variable inclusion in future studies.

Table 8. Multiple linear regression analysis results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.255	.065	.048	2.038

Source: Data Processed, 2025

Multiple linear regression analysis aims to measure the strength of the relationship between two or more variables. The variables used in this study are price (X1) and product quality (X2) as independent variables that affect purchase intention (Y) as the dependent variable. The results of the multiple linear regression test in Table 8 show that the multiple regression equation is as follows:

$$Y = 12,361 + (-244 \times X1) + (0,120 \times X2) + e$$

Based on the multiple linear regression equation above, it can be seen that the conclusion is as follows:

- If Price (X1) and Product Quality (X2) are 0, then Purchase Intention (Y) will be 12.361.
- Every 1 unit increase in price will reduce Purchase Intention by 244 units.
- Every 1 unit increase in product quality will increase Purchase Intention by 0.120 units.

Table 9. Partial effect hypothesis test results (t Test)

Variable	Value		Significant	Description
	t Counted	T Table		
Price	-2,365	1,983	0,010	Significant
Product Quality	2,126	1,983	0,036	Significant

Source: Data Processed, 2025

The test criteria state that if $t \text{ count} \geq t \text{ table}$, there is an individual effect of the price and quality variables on purchase intention and vice versa with a significance level of 0.05. The table 9 shows:

- The calculated t value (-2.365) is outside the critical range (-1.983 to 1.983) and the significance value (0.010) < 0.05 , so the Price variable has a partially significant effect on Purchase Intention. The effect is negative, because the t value is negative. This means that the lower the price, the more likely it is that the Purchase Intention will increase.
- The calculated t value (2.126) is greater than the t table (1.983), and the significance value (0.036) < 0.05 . Thus, the Product Quality variable has a partially significant effect on Purchase Intention. The effect is positive, because the t value is positive. This means that the better the product quality, the more likely it is that the Purchase Intention will increase

Table 9. Partial effect hypothesis test results (t Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	31.054	2	15.527	3.736	.027 ^b
Residual	444.664	107	4.156		
Total	475.718	109			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Source: Data Processed, 2025

Table 9 presents the results of the simultaneous hypothesis test using the F-test. The F-test is conducted to examine whether the independent variables, namely Price (X1) and Product Quality (X2), simultaneously have a significant effect on the dependent variable, Purchase Intention (Y).

Based on Table 9, the significance value obtained is 0.027, which is lower than the significance level of 0.05. In addition, the calculated F value is 3.736, which is greater than the F table value of 3.09. According to the decision-making criteria of the F-test, if the significance value is less than 0.05 and the calculated F value is greater than the F table value, the null hypothesis (H_0) is rejected.

Therefore, it can be concluded that Price (X1) and Product Quality (X2) simultaneously have a significant effect on consumer purchase intention toward Toyota Agya products in Tuban City. This result indicates that the combination of price and product quality plays an important role in influencing consumers' intention to purchase, even though other factors outside the model also contribute to purchase intention.

a. H1: The Effect of Price on Purchase Intention

Price has a partially significant effect on consumer purchase intention, with a negative effect as indicated by the negative t value. This indicates an inverse relationship between price and purchase intention. A decrease in the price of a Toyota Agya car increases consumer purchase intention in Tuban City, while an increase in price tends to decrease purchase intention. This relationship reflects consumers' sensitivity to price changes, where lower prices tend to encourage higher purchase decisions than higher prices.

The negative effect between price and purchase intention can be explained through consumer purchasing power. Lower prices increase the affordability of the product for consumers, especially those with budget constraints (Arindaputri & Santoso, 2023; Kim et al., 2023; Limbu & Ahamed, 2023). This allows a wider market segment to consider purchasing a Toyota Agya car. Conversely, an increase in price creates a greater financial burden, so the

potential of consumers who have the intention to buy decreases significantly. This shows that price is one of the crucial factors in a marketing strategy that is oriented towards increasing sales volume.

Consumer perception of the value provided by the product is one of the main factors in the relationship between price and purchase intention (Farzin et al., 2023). Assessment of the suitability between price and benefits or product quality plays an important role in influencing purchasing decisions. If the price of a Toyota Agya car is considered too high compared to the benefits or quality offered, purchase intention tends to decrease. In this context, competitive pricing is able to provide added value for consumers, thereby increasing purchase potential, especially in markets with limited purchasing power (Phan Tan & Le, 2023).

Lower prices not only increase affordability but can also shape positive perceptions of product value. However, the pricing strategy must take into account the balance between price, quality, and the company's profit margin. Excessive price reduction risks creating a negative perception of product quality or lowering profitability levels. Therefore, an optimal pricing policy needs to be designed to increase purchase intention, while maintaining product image and business sustainability.

In addition, the findings of this study are in line with previous research which emphasizes that price plays a decisive role in shaping purchase intention, particularly in price-sensitive markets such as the city car segment. Consumers in this segment tend to compare prices across competing brands before making a purchase decision, making price a key differentiating factor. When Toyota Agya is perceived as offering a more affordable price compared to similar vehicles with comparable features, consumers are more inclined to develop purchase intentions. This suggests that maintaining competitive pricing relative to competitors is essential for sustaining consumer interest and strengthening market position. Therefore, pricing strategies should not only focus on cost reduction but also consider market competition and consumer price expectations to effectively enhance purchase intention.

b. H2: The Effect of Product Quality on Purchase Intention

Product quality has a partially significant effect on consumer purchase intention, with a positive effect as indicated by the positive t value. This positive relationship indicates that an increase in the product quality of Toyota Agya cars tends to increase consumer purchase intention in Tuban City. Good quality creates additional appeal for consumers, especially since higher quality is often associated with greater benefits, such as reliability, comfort and durability of the product.

This positive effect reflects consumer preference for better quality products (Chanda et al., 2024). High-quality products are able to provide a greater sense of satisfaction and confidence in product performance and durability, thus creating added value for consumers. High quality also contributes to a sense of security, both in terms of comfort of use and confidence in long-term investments. Consumers who feel confident in the value and benefits derived from the product tend to have a greater desire to buy (Cayaban et al., 2023).

Product quality plays an important role in building consumer trust in the brand. A car with superior quality not only meets consumers' basic needs but also exceeds expectations, which in turn increases loyalty and a positive image of the product (Assidiki & Budiman, 2023). This trust can be a key driver in making purchasing decisions, especially in a competitive market. In this case, Toyota Agya has a great opportunity to increase consumer purchase intention by continuing to strengthen the quality aspect.

In addition, product quality serves as a critical differentiating factor in the highly competitive city car market. When consumers perceive that Toyota Agya offers superior quality compared to competing models, such as better build quality, fuel efficiency, or interior comfort, their purchase intention is likely to increase. Quality attributes that are visible and experienced directly by consumers, including driving performance, safety features, and after-sales reliability, play an important role in reinforcing positive evaluations of the product. Therefore, continuous improvement in product quality and clear communication of these quality advantages are essential strategies to strengthen consumer purchase intention and maintain competitiveness in the market.

c. H3: The Effect of Price and Product Quality on Purchase Intention

Price (X1) and product quality (X2) simultaneously have a significant influence on the purchase intention of Toyota Agya products (Y) in Tuban. This shows that there is a strong relationship between the two independent

variables and consumer purchase intention. The combination of competitive price and superior product quality can significantly influence purchasing decisions (Majeed et al., 2024; Sujono et al., 2023; Vieri, 2023). Consumers tend not to focus only on one factor, but consider prices that are in accordance with purchasing power and product quality that can meet or even exceed expectations.

This simultaneous effect reflects that an affordable price serves as an initial attraction for consumers to consider a purchase, while good product quality provides a stronger reason to proceed to the purchase decision stage (Alatas et al., 2023). For example, while lower prices may encourage consumers to take an interest, high product quality provides the trust and satisfaction necessary to ensure that the purchase is of long-term value. This combination is crucial, especially in a competitive market like Tuban City, where consumers tend to have a wide range of choices and consider the overall value of a product before making a decision (Septiyana et al., 2023).

The presence of a simultaneous relationship between price and product quality on purchase intention suggests that an effective marketing strategy should pay attention to the balance between these two factors. A price that is too low without adequate quality may create a negative perception of the product, while good quality but too high a price may limit the market segment. Therefore, optimizing these two variables is key to increasing product appeal and ensuring consumer satisfaction and loyalty.

Furthermore, the findings of this study indicate that although price and product quality simultaneously have a significant effect on purchase intention, their combined explanatory power remains limited, as reflected in the relatively low coefficient of determination. This suggests that consumer purchase intention toward Toyota Agya is influenced by a broader set of factors beyond price and product quality alone. Variables such as brand image, promotional strategies, after-sales service, perceived value, and social influence may also play a substantial role in shaping consumer decisions. Therefore, while price and product quality remain essential components of marketing strategy, automotive companies are encouraged to adopt a more comprehensive approach by integrating additional factors to strengthen consumer purchase intention and enhance overall competitiveness in the market.

4. Conclusion

Based on the results of multiple regression analysis and hypothesis testing, it can be concluded that price and product quality significantly influence the purchase intention of Toyota Agya consumers in Tuban City, both partially and simultaneously. Price has a negative influence on purchase intention, where a decrease in price increases consumer purchase intention, while an increase in price leads to a decline in purchase intention. This finding reflects the high sensitivity of consumers to purchasing power and price considerations in the low-cost green car (LCGC) segment. On the other hand, product quality has a positive effect on purchase intention. Improvements in product quality enhance consumer trust and perceived value, which subsequently increase satisfaction and strengthen consumers' intention to purchase. This indicates that consumers do not rely solely on price when making purchase decisions, but also consider the reliability, durability, and overall performance of the vehicle. Furthermore, the simultaneous effect of price and product quality demonstrates that these two factors complement each other in shaping consumer purchasing decisions. A competitive price without adequate product quality may reduce consumer confidence, while good product quality without a price that matches consumers' financial capabilities may limit market reach. Therefore, the combination of affordable pricing and satisfactory product quality plays a crucial role in attracting consumer interest and encouraging buying decisions. In addition, the results imply that although price and product quality are significant determinants of purchase intention, other factors beyond these variables may also influence consumer decisions. As a result, Toyota Agya's marketing strategy in Tuban City should not only focus on pricing and product quality, but also consider supporting factors such as brand image, promotional activities, and after-sales service. By maintaining a balanced strategy between competitive pricing and consistent product quality, Toyota can increase product attractiveness, meet consumer expectations, and foster long-term customer satisfaction and loyalty..

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