

The Effect of Marketing Mix (4P) and Fulfilling on Customer Loyalty with Buying Interest as an Intervening Variable at Aldzikra Plastik Store in Sangatta

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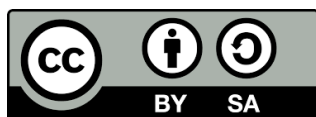
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Keywords:

Marketing Mix (4p); Fulfilling;
Buying Interest; Customer
Loyalty.

Abstract

This study aimed to analyze the effects of product, price, place, promotion, and fulfillment on purchase intention and customer loyalty at Aldzikra Plastik Store in Sangatta, both directly and through purchase intention as an intervening variable. Primary data were collected through a Likert-scale questionnaire distributed to 122 selected customers using purposive sampling from a population of 163 customers. Data analysis was conducted using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4.0 software. The results showed that product and price did not have significant effects on purchase intention or customer loyalty. Place had a significant positive effect on purchase intention, while promotion had a significant negative effect on purchase intention. Although place and promotion did not directly affect customer loyalty, both had significant indirect effects through purchase intention. Fulfillment had a positive and significant effect on purchase intention but did not significantly affect customer loyalty directly. Purchase intention was proven to have a positive and significant effect on customer loyalty and served as a full mediator in the relationships between place, promotion, fulfillment, and loyalty. These findings confirm that purchase intention is a key variable linking marketing strategies to the formation of customer loyalty at Aldzikra Plastik Store in Sangatta.



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INTRODUCTION

The rapid development of the business environment has intensified competition across various trade sectors, requiring businesses not only to offer quality products but also to create added value through effective marketing strategies. Changes in consumer behavior, which have become increasingly selective, indicate that purchasing decisions are no longer influenced solely by product price or quality but also by shopping experiences, service quality, product accessibility, and the company's ability to fulfill customer expectations (Evana & Kussudyarsana, 2025).

One of the continuously growing sectors is the packaging and plastic products industry, supported by increasing activities in the food and beverage sector, trade, and micro, small, and medium enterprises (MSMEs). Although government policies encourage the reduction of single-use plastics, demand for plastic products and packaging remains high, resulting in

increasingly competitive market conditions. In facing this competition, the implementation of the marketing mix (4Ps)—product, price, place, and promotion—is widely adopted as a strategic approach. However, effective marketing strategies alone may not be sufficient to create customer loyalty if companies are unable to meet consumer expectations (Amri et al., 2019). Therefore, the fulfillment aspect is also an important factor in creating positive customer experiences (Mukarommah et al., 2025) .

Aldzikra Plastik Store in Sangatta is a business engaged in the sale of plastic and packaging products in East Kutai Regency. The store offers various products at competitive prices, supported by services such as product delivery, multiple payment methods, and periodic promotional programs. However, the success of marketing strategies is not only measured by the number of programs implemented but also by the extent to which these strategies encourage purchase intention and long-term customer loyalty (Mukarommah et al., 2025) . Consumers with high purchase intention do not necessarily become loyal customers if their shopping experiences do not meet expectations (Putra & Sutrisni, 2026) . Therefore, purchase intention is considered a variable that may mediate the relationship between the marketing mix, fulfillment, and customer loyalty (Dirman, 2018) .

Previous studies have shown mixed results regarding the relationships among these variables. (Simanjuntak & Ginting, 2022) found that the marketing mix positively affected customer loyalty, while (Sugito et al., 2022) stated that the effect of the marketing mix on loyalty occurred through purchase decisions as a mediating variable. (Suyanto & Dewi, 2023) also demonstrated that the marketing mix positively affected purchase intention. These differences indicate that the relationships among the marketing mix, fulfillment, purchase intention, and customer loyalty require further empirical investigation, particularly in the retail sector of plastic and packaging products.

Based on this description, this study was formulated to examine whether product, price, place, and promotion affect purchase intention; whether fulfillment affects purchase intention; whether product, price, place, promotion, and fulfillment affect customer loyalty; whether purchase intention affects customer loyalty; and whether purchase intention mediates the effects of the marketing mix and fulfillment on customer loyalty. Accordingly, this study aimed to analyze the effects of product, price, place, promotion, and fulfillment on purchase intention and customer loyalty at Aldzikra Plastik Store in Sangatta, both directly and through purchase intention as an intervening variable.

This research was expected to provide theoretical and practical contributions. Theoretically, this study contributes to the development of marketing literature, particularly regarding the effects of the marketing mix (4Ps) and fulfillment on customer loyalty through purchase intention as an intervening variable. Practically, this research provides insights and recommendations for Aldzikra Plastik Store management in evaluating and improving business strategies, while also serving as a reference for future academic studies examining similar topics in the retail plastic and packaging product sector.

Marketing management is an integrated process involving the planning, implementation, coordination, and evaluation of marketing activities to achieve organizational goals effectively and efficiently, including market analysis, strategy formulation, product development, pricing, promotion, and distribution ((Hamid et al., 2023). Marketing strategies are developed based on

analyses of market conditions, consumer characteristics, and competitive environments to support effective decision-making, including market segmentation, positioning strategies, market entry strategies, marketing mix strategies, and timing strategies (Haque-Fawzi et al., 2022).

The marketing mix refers to a combination of marketing variables used by companies to create customer value and achieve marketing objectives. This concept was introduced by McCarthy (1960) through four main elements: product, price, place, and promotion, which remain fundamental components in developing marketing strategies, particularly for product-oriented businesses (Melinasari et al., 2023; Ramdan et al., 2023).

Products refer to goods or services offered to the market to satisfy consumer needs and wants. Product success is determined not only by its primary function but also by its ability to provide additional value, benefits, and customer satisfaction through quality, features, design, brand, packaging, and supporting services (Ramdan et al., 2023). Competitive products are those that align with consumer needs and provide superior value compared with competitors' products. Consistent product quality also plays an important role in building customer trust and encouraging repurchase behavior (Yulistria et al., 2023).

Price represents the value that consumers must pay to obtain a product or service. Pricing decisions consider production costs, market conditions, competition levels, consumer purchasing power, and perceived customer value. Appropriate pricing strategies help companies achieve a balance between profitability and customer satisfaction (Ramdan et al., 2023). Competitive pricing enables companies to offer attractive prices without reducing perceived customer value, thereby supporting business sustainability (Melinasari et al., 2023; Wijaya, 2021).

Place or distribution relates to company efforts to ensure product availability at the right location, time, and conditions, including distribution channels, inventory management, transportation, and strategic business locations (Melinasari et al., 2023). A strategic location facilitates consumer access to products and increases purchasing opportunities by considering accessibility, proximity to target markets, environmental conditions, and competitive intensity (Rahmani, 2022; Ramdan et al., 2023).

Promotion functions as a communication medium between companies and consumers to introduce, inform, persuade, and remind consumers about products. Promotional activities include advertising, sales promotion, personal selling, and digital marketing to increase consumer interest and encourage purchase decisions (Melinasari et al., 2023). Effective and sustainable promotion contributes to brand awareness, strengthens company image, increases product attractiveness, and supports customer retention (Aswar et al., 2022).

Fulfillment is a dimension of customer experience that reflects a company's ability to meet customer needs (Agustiono et al., 2022), expectations, and promises throughout the purchasing process and after transactions. This dimension includes product availability, service accuracy, transaction convenience, and timely delivery of products or services. Service quality is an important factor in fulfilling customer expectations; responsive, fast, and consistent services create positive experiences that increase satisfaction and encourage repurchase intentions, whereas inadequate services may reduce satisfaction and encourage customers to switch to competitors (Febriyanto & Widiartanto, 2022).

Purchase intention refers to consumers' tendency or willingness to purchase products or services in response to marketing stimuli. It reflects consumer behavior after recognizing needs, obtaining information, and evaluating products (Saputra & Wijayati, 2023). Purchase intention represents a consumer's planned action based on evaluations of available alternatives and reflects the decision-making process before purchase (Sari, 2020). Product quality, price, service quality, promotion, and location are factors that may increase purchase intention (Saputra & Wijayati, 2023). Consumer trust also influences purchase intention, requiring companies to build trust through product quality, reliable service, and credible marketing communication (Amri et al., 2019).

Customer loyalty refers to customers' commitment to continue using or repurchasing products or services consistently despite competing alternatives. Loyalty is reflected not only through repeated purchasing behavior but also through customers' willingness to recommend products to others. Customer loyalty is developed through positive experiences influenced by product quality, service quality, customer satisfaction, perceived value, competitive pricing, and overall customer experience (Suganda & Priadi, 2023). Loyalty programs supported by a strong brand image can increase customer satisfaction and positively influence loyalty (Nugraha & Kusumawardhani, 2024). Furthermore, service quality, product quality, price fairness, and store atmosphere influence customer loyalty through customer satisfaction as an intervening variable (Nuryanto & Darpito, 2024).

The conceptual framework of this study positioned product, price, place, promotion, and fulfillment as exogenous variables influencing purchase intention as an intervening variable, which subsequently influenced customer loyalty as an endogenous variable. Based on this framework, the proposed research hypotheses are presented in Table 1.

Table 1. Summary of Research Hypotheses

Hypothesis	Statement
H1	Products have an effect on buying interest
H2	Price affects buying interest
H3	Where it affects buying interest
H4	Promotions affect buying interest
H5	Fulfilling affects buying interest
H6	Buying interest affects customer loyalty
H7	Products affect customer loyalty
H8	Price affects customer loyalty
H9	Where it affects customer loyalty
H10	Promotions affect customer loyalty
H11	Fulfilling affects customer loyalty
H12	Products affect customer loyalty through buying interest
H13	Price affects customer loyalty through buying interest
H14	Where it affects customer loyalty through buying interest
H15	Promotions affect customer loyalty through buying interest

Hypothesis	Statement
H16	Fulfilling affects customer loyalty through buying interest

Source: Research results, 2025 (processed from original manuscript)

METHOD

This study employed a quantitative approach using a survey method. The research population consisted of customers who purchased products from Aldzikra Plastik Store in Sangatta during the August–October 2024 period, totaling 163 customers. The sample was selected using purposive sampling based on the criteria of having made purchases more than once during the research period and being willing to participate as respondents, resulting in 122 respondents.

Primary data were collected through questionnaires developed based on the indicators of each research variable and measured using a five-point Likert scale. Secondary data were obtained from store documentation and relevant literature. The operational definitions of the research variables are presented in Table 2.

Table 2. Variable Operational Definitions

Variable	Operational Definition	Indicator	Scale
Products (X1)	Customer perception of the quality of the products sold	Reliability, durability, specification conformity, perceived quality, aesthetics	Likert
Price (X2)	Customer perception of product prices	Competitive price, discount, value of goods, price perception, value perception	Likert
Venue (X3)	Customer perception of the store location	Accessibility, safety, ease of parking, ease of navigation, affordability of location	Likert
Promotions (X4)	Customer perception of promotional activities	Media, frequency, creativity, credibility, emotional intensity	Likert
Fulfilling (X5)	Customer perception of the store's ability to meet expectations	Product quality, reliability, responsiveness, certainty, physical aspects	Likert
Buying Interest (Z)	Customer's tendency to buy products	Interest, need, willingness to try, beliefs, attitudes	Likert
Customer Loyalty (Y)	Customer commitment to keep buying and recommending the store	Product satisfaction, service satisfaction, overall satisfaction, repeat purchases, recommendations, loyalty	Likert

Source: Research results, 2025

Data analysis was conducted using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS version 4. The measurement model (outer model) was evaluated through convergent validity, discriminant validity, and construct reliability assessments. The structural model (inner model) was evaluated using the coefficient of determination (R^2) and hypothesis testing through a bootstrapping procedure. Hypotheses were supported when the statistical criteria indicated significant relationships between constructs (Hair et al., 2022).

RESULTS AND DISCUSSION

Overview of Objects and Characteristics of Respondents

The Aldzikra Plastik Shop is a business located on Jalan Inpres, North Sangatta, East Kutai Regency, which was established in 2021 and sells various plastic and packaging products such as raffia ropes and raincoats, birthday party supplies such as balloons and gifts, and various types of tissues ranging from food papers to toilet papers. This store has developed into one of the plastic and packaging stores that are sought after by many people in Sangatta City, especially by traders, companies, and offices, by prioritizing product completeness and customer-friendly service.

The organizational structure of Toko Aldzikra Plastik is simple but effective, consisting of owners or superiors who act as top leaders and strategic decision-makers; the operational department responsible for managing stock, layout, and cashier services; the marketing department that is in charge of promoting products and building brand awareness through social media and discount programs; the finance department that manages sales records, bookkeeping, and cash flow; and employees who carry out the daily operations of the store. The characteristics of the research respondents who are customers of the Aldzikra Plastik Store are presented in Table 3.

Table 3. Characteristics of Respondents

Characteristics	Description of Results
Age	Dominated by the productive age group; the most in the range of 35–40 years, followed by 41–46 years and 29–34 years ($\pm$ 40% of respondents in the range of 29–40 years)
Gender	The majority of respondents are female
Income	The majority earn above IDR 3,000,000 per month, the most in the range of IDR 3,000,001–IDR 5,000,000; 2 respondents (2%) earn above IDR 50,000,000
Location of Residence	The majority of respondents are domiciled in Sangatta City
Buying Frequency	54 respondents (44%) bought >2 times, 41 respondents (34%) >1 time, and 27 respondents (22%) 1 time
Shopping Methods	82 respondents (67%) shopped directly, 33 respondents (27%) combined direct and delivery, the rest used delivery order services.
Shopping Experience	95 respondents (78%) have shopped before, 27 respondents (22%) are new to the market
Long Time Customering	47 respondents (39%) since before 2022, 36 respondents (29%) since 2023, and 39 respondents (32%) since 2024

Source: Research results, 2025

Descriptive Statistics of Research Variables

Descriptive analysis was carried out to determine the respondents' perception of each research variable based on the average value of respondents' answers, as presented in Table 4.

Table 4. Summary of Descriptive Statistics of Research Variables

Variable	Average	Categories
Products (X1)	4,31	Very High
Price (X2)	4,22	Very High
Venue (X3)	4,38	Very High
Promotions (X4)	4,27	Very High
Fulfilling (X5)	4,34	Very High
Buying Interest (Z)	4,18	Height
Customer Loyalty (Y)	4,24	Very High

Source: Research results, 2025

The highest average score was obtained by the Venue variable (4.38), which indicates that the location of the Aldzikra Plastik Store is considered accessible, safe, comfortable, and supported by adequate parking facilities. The lowest average score was obtained by the Buying Interest variable (4.18), especially in the indicator of willingness to buy products and product variations, which shows that these aspects still have room for improvement. Overall, all variables received ratings in the high to very high category, which indicates positive customer perceptions of the product, price, venue, promotion, fulfillment, buying interest, and loyalty to the Aldzikra Plastik Store.

Evaluation of Measurement Models (Outer Model)

The evaluation of the measurement model was carried out through testing for convergent validity, discriminant validity, and construct reliability. At the initial estimation stage, there were two indicators that had an outer loading value below 0.70, namely X2.1 and Z6, so that both were eliminated from the model. After reestimation, all remaining indicators were declared valid as summarized in Table 5.

Table 5. Results of Outer Loading (Convergent Validity) Test

Variable	Number of Valid Indicators	Outer Loading Value Range
Products	5	0,718 – 0,854
Pricing	4	0,734 – 0,832
Location	5	0,757 – 0,863
Promotions	5	0,869 – 0,923
Fulfillment	6	0,825 – 0,896
Buying Interest	8	0,762 – 0,917
Loyalty	5	0,827 – 0,908

Source: Research results, 2025 (summarized from SmartPLS loading factor value 4

All indicators in each variable have an outer loading value above 0.70, thus meeting the convergent validity criteria according to (Hair, 2022). The convergent validity of the construct is then evaluated through the Average Variance Extracted (AVE) value presented in Table 6.

Table 6. Average Variance Extracted (AVE)

Variable	AVE value ($\geq$ threshold 0.50)	Status
Products	0,642	Valid
Pricing	0,611	Valid
Location	0,665	Valid
Promotions	0,818	Valid
Fulfillment	0,723	Valid
Buying Interest	0,755	Valid
Loyalty	0,701	Valid

Source: Research results, 2025

All constructs have an AVE value above 0.50 so that they are declared to meet convergent validity. Testing discriminant validity through cross loading values shows that all indicators have the highest loading values in their own constructs compared to other constructs, so that all constructs meet the criteria of discriminant validity (Hair et al., 2022). Furthermore, the reliability of the constructs is evaluated through Cronbach's Alpha and Composite Reliability values as presented in Table 7.

Table 7. Construct Reliability Test

Variable	Cronbach's Alpha	Composite Reliability	Status
Products	0,871	0,899	Reliable
Pricing	0,790	0,863	Reliable
Location	0,875	0,908	Reliable
Promotions	0,944	0,957	Reliable
Fulfillment	0,924	0,940	Reliable
Buying Interest	0,939	0,950	Reliable
Loyalty	0,939	0,949	Reliable

Source: Research results, 2025

All constructs have Cronbach's Alpha (0.790–0.944) and Composite Reliability (0.863–0.957) values above the 0.70 threshold, so they are declared reliable and suitable for use at the structural model analysis stage.

Evaluation of Structural Models (Inner Model)

The coefficient of determination (R^2) is used to measure the ability of exogenous variables to explain variations in endogenous variables, as presented in Table 8.

Table 8. Coefficient of Determination (R^2)

Variable	R-square	Interpretation
Buying Interest	0,697	Moderate (close to strong)
Customer Loyalty	0,469	Moderate

Source: Research results, 2025

A Buying Interest R^2 value of 0.697 indicates that 69.7% of the variation in buying interest is explained by exogenous variables in the model, while the R^2 Loyalty value of 0.469

indicates that 46.9% of the loyalty variation is explained by this study model, and the rest is influenced by other factors outside the model. Hypothesis testing was carried out using a bootstrapping procedure, with the results of direct effects presented in Table 9.

Table 9. Hypothesis Test Results (Direct Effect)

Intervariable Relationships	Coefficient (β)	t-statistics	p-values	Verdict
Products → Buying Interest	0,039	0,655	0,512	Not Supported
Price → Buying Interest	0,010	0,131	0,896	Not Supported
Where → Buying Interest	0,197	2,387	0,017	Supported
Purchase Interest → Promotion	-0,354	4,549	0,000	Supported
Fulfilling → Buying Interest	0,968	18,948	0,000	Supported
Buying Interest → Loyalty	0,679	4,810	0,000	Supported
Loyalty → Products	0,070	0,726	0,468	Not Supported
Loyalty → Pricing	-0,061	0,678	0,498	Not Supported
Places → Loyalty	0,143	1,111	0,267	Not Supported
Promotion → Loyalty	-0,092	0,662	0,508	Not Supported
Fulfilling → Loyalty	-0,025	0,143	0,886	Not Supported

Source: Research results, 2025

The results of indirect effects through buying interest as a mediating variable are presented in Table 10.

Table 10. Hypothesis Test Results (Indirect Effect)

Intervariable Relationships	Coefficient (β)	t-statistics	p-values	Verdict
Products → Buying Interest → Loyalty	0,027	0,624	0,533	Unproven
Price → Buying Interest → Loyalty	0,007	0,128	0,898	Unproven
Where → Buying Interest → Loyalty	0,134	2,045	0,041	Proven (Full Mediation)
Promotion → Buying Interest → Loyalty	-0,241	3,023	0,003	Proven (Full Mediation)
Fulfilling → Buying Interest → Loyalty	0,658	4,519	0,000	Proven (Full Mediation)

Source: Research results, 2025

The product received a very good rating from the respondents (mean 4.31), but did not have a significant effect on buying interest ($\beta = 0.039$; $p = 0.512$) or customer loyalty ($\beta = 0.070$; $p = 0.468$), either directly or through buying interest ($\beta = 0.027$; $p = 0.533$). These results show that although the product is perceived as quality, the product has not been a determining factor for buying interest or loyalty to the Aldzikra Plastik Store.

Price received a good rating (mean 4.22), but also did not have a significant effect on buying interest ($\beta = 0.010$; $p = 0.896$) and loyalty ($\beta = -0.061$; $p = 0.498$), including through

buying interest ($\beta = 0.007$; $p = 0.898$). This finding is in line with Ramadhan and Margiutomo (2024) who stated that price is not the only consideration of consumers in making purchases, because consumers also consider product quality, location, and promotion.

Place had a positive and significant effect on buying interest ($\beta = 0.197$; $p = 0.017$), but did not have a significant effect directly on loyalty ($\beta = 0.143$; $p = 0.267$). The indirect influence of place on loyalty through buying interest was proven to be significant ($\beta = 0.134$; $p = 0.041$), so that buying interest played a role as a full mediator. This finding is in line with Yulianti and Dwiya (2019) who showed that location does not have a direct effect on loyalty, but through mediation variables.

Promotions have a negative and significant effect on buying interest ($\beta = -0.354$; $p = 0.000$) and on loyalty through buying interest ($\beta = -0.241$; $p = 0.003$), although it does not have a significant effect directly on loyalty ($\beta = -0.092$; $p = 0.508$). The direction of this negative influence indicates that the form of promotion applied is not fully in accordance with consumer needs or preferences, in line with the findings of Putra and Aini (2025) who found a significant negative influence of promotion on user interest.

Fulfilling had a positive and very significant effect on buying interest ($\beta = 0.968$; $p = 0.000$), was the strongest influence in this study model, but did not have a significant effect directly on loyalty ($\beta = -0.025$; $p = 0.886$). The indirect effect of fulfillment on loyalty through buying interest proved to be significant and was the largest ($\beta = 0.658$; $p = 0.000$), confirming that the store's ability to meet customer expectations greatly determines the buying interest that ultimately shapes loyalty.

Buying interest has a positive and significant effect on customer loyalty ($\beta = 0.679$; $p = 0.000$), in line with (Kurniawan & Fahmiron, 2024) who show that repurchase interest has a positive effect on loyalty, while customer satisfaction has no direct effect on loyalty. The determination coefficient value shows that 69.7% of the variation in buying interest can be explained by the product, price, place, promotion, and fulfillment together, while 46.9% of the variation in customer loyalty is explained by buying interest along with exogenous variables in the model, which indicates that the model's explainability is in the moderate category.

Overall, the results of the study confirm that buying interest is a critical intervening variable in this model: place, promotion, and fulfillment affect customer loyalty not directly, but through increased purchase interest first, while products and prices are not proven to affect any path in this study model. These findings imply that the marketing strategy of Aldzikra Plastik Stores will be more effective if it is focused on improving location comfort, refining promotional strategies, and strengthening fulfillment capabilities in order to encourage buying interest, because high buying interest ultimately becomes the main path to forming long-term customer loyalty.

CONCLUSION

Based on the results of the study, product and price did not have significant effects on purchase intention or customer loyalty, either directly or indirectly through purchase intention. Therefore, H1, H2, H7, H8, H12, and H13 were rejected. Place had a significant positive effect on purchase intention (H3 accepted) but did not significantly affect direct customer loyalty (H9 rejected), although it had a significant indirect effect through purchase intention (H14

accepted). Promotion had a significant negative effect on purchase intention (H4 accepted) and a significant indirect effect on customer loyalty through purchase intention (H15 accepted), but did not significantly affect direct customer loyalty (H10 rejected). Fulfillment had the strongest positive effect on purchase intention (H5 accepted) and a significant indirect effect on customer loyalty through purchase intention (H16 accepted), but did not significantly affect direct customer loyalty (H11 rejected). Purchase intention had a significant positive effect on customer loyalty (H6 accepted), confirming its role as a full mediator in the relationships between place, promotion, fulfillment, and customer loyalty.

Based on these findings, Aldzikra Plastik Store is recommended to maintain and improve location convenience, accessibility, and the ability to fulfill customer needs quickly and completely. The company should also evaluate promotional strategies to ensure they align with customer expectations and avoid creating negative perceptions. Marketing strategies should focus on increasing purchase intention as an important pathway for building long-term customer loyalty. Future researchers are recommended to incorporate additional variables, such as customer satisfaction, service quality, trust, and brand image, considering that the coefficient of determination indicates the existence of other factors outside the research model. Expanding the number of respondents is also suggested to improve the generalizability of future research findings.

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