ANALYSIS OF CONSUMER CHOICE FACTORS IN CHOOSING DIGITAL PHOTO GRAPHICS IN THE MIDST OF A PANDEMIC IN LOMBOK: EXPLORING DISAPPEARING DECISIONS

Ety Nurhayaty[1], Dede Suleman[2], Etik Dwi Styaningrum[3], Roydawaty Bunga[4], Aprilia Puspasari[5], Supriatin[6], Enggar Widianingrum[7]
[1,3,4,5,6,7]Universitas Bina Sarana Informatika, Indonesia
[2]Department of Management & Jaya Launch Pad, Universitas Pembangunan Jaya, Indonesia
*Corresponding Author:
ety.eyy@bsi.ac.id

Accepted by Editors: 11-09-2023 | Completed Revision: 17-10-2023 | Published: 19-10-2023

Abstract
This study aims to determine the factors that shape consumer purchasing decisions on Digital Photo Graphics. Variables that are assumed to form consumer loyalty are price, product, service, place, promotion, presentation and reputation. Researchers used quantitative descriptive research. The population in this study are consumers who shop at Digital Photo Graphics in 2020. The sample in this study is consumers who meet the criteria set by the researchers with a total of 83 people. The analytical method used in this study is explanatory factor analysis (EFA) with the help of the SPSS application. The results of this study indicate that 5 factors are formed, namely Excellent Service Factors (1), Store Convenience Factors (2), Accessibility Factors (3), Product Performance Factors (4), Promotion Factors (5). The Excellent Service factor has the highest variance value, which is 46%. Steps that can be taken by Digital Photo Graphics are increasing up-selling, making company uniforms, providing personal service, making terms and conditions, cutting dense trees, directing parking to be neater, making product quality consistent, allocating funds for research & development, active on social media and giving discounts to loyal customers.

Keywords: Purchase Decision, Price, Product, Service, Promotion

1. Introduction

In today's modern era, we cannot ignore the rapid advancement of technology. This rapid development has even exceeded the readiness of many companies to face it, one of which is the digital revolution in the printing sector. Demand for printed products such as banners, flyers, brochures, business cards, stickers and various other forms has experienced a significant increase. This is especially the case among companies, event organizers, and students.

In this context, data released by the Central Statistics Agency (BPS) shows a decline in performance in almost all industrial sectors. However, amidst these challenges, there were several industrial sectors that managed to maintain their performance in the second quarter of 2020. The Recording Media Printing and Reproduction Industry (KBLI 18) showed growth of 2% in that quarter, which was an impressive achievement considering the conditions at that time. However, in the third quarter of 2020, several industrial sectors experienced negative growth. The Printing and Reproduction Industry for Recorded Media (KBLI 18) experienced the lowest contraction, reaching 19%.

2. Theoretical Background

This research will focus on Digital Photo Graphics, a digital printing company located in Lombok and which has been established since 1997. Digital Photo Graphics has a vision to provide quality print results and support client business growth through unique and attractive design and printing solutions. As a provider of complete graphic design, advertising printing and photography services in Lombok, Digital Photo Graphics has extensive capabilities to handle projects of various scales, from simple to complex.

In the realm of services, Digital Photo Graphics is able to provide a variety of creative solutions such as print advertisements, brochures, catalogues, graphics for point of purchase, postcards, media packages, company logo designs, as well as all the company's graphic material needs. With these various services, Digital Photo Graphics plays an important role as a partner who is ready to provide complete solutions in today's printing and marketing activities.

One of the results of innovation from this technological change is the digital printing method. This method allows digital images, usually in file format, to be printed quickly and instantly on various media. Digital printing is the embodiment of innovative progress from conventional printing methods, and emerged in line with the rapid development of global technology which has entered the digital era. The main advantage of digital printing lies in the efficient use of labor and the growing capabilities of digital printers. This has a positive impact in terms of production costs, where digital printing is getting closer to or can even replace offset printing's ability to produce prints in large quantities at more affordable costs.

3. Methods

In this study, a quantitative approach was used which aims to test the theory objectively by examining the relationship between the variables involved. The method adopted in this study is Explanatory Factor Analysis (EFA), an approach used to build a structural model consisting of a group of variables or indicators. EFA was chosen because at the time this research was conducted, researchers did not have initial hypotheses or information that guided the grouping of variables into certain factors. To implement this method, SPSS software version 22 is used.

The research location was conducted at Digital Photo Graphics, a digital printing company that has been established since 1997. The timeframe for this research was from April to May 2022. The population that was the focus of the research were consumers who had made purchases at Digital Photo Graphics during 2020. Based on interviews with business owners and consumers who transacted at Digital Photo Graphics that year, information was obtained that this total population reached 83 people.

In calculating the sample, the Saturated Sampling approach is used, in which all members of the population who meet the criteria will be used as samples. Thus, the number of samples taken was 83 respondents. The sample criteria that have been determined in this study include: (1) Consumers who have shopped at Digital Photo Graphics, (2) Consumers who purchase products from Digital Photo Graphics in 2020, (3) Communities in the Lombok area, especially in Mataram, (4) Age of respondents between 18 to 66 years.

From the sample collected, it consisted of 66.7% male respondents and 33.3% female respondents. The age distribution of respondents shows that 31% are between 36 to 45 years old, 26.2% are 26 to 35 years old, 20.2% are 46 to 55 years old, 17.9% are 18 to 25 years old, while the rest consist of 3.6% aged 56 to 65 years and 1.2% are over 66 years

old. Judging from work background, 34.5% were entrepreneurs, 33.3% private employees, 17.9% self-employed, 8.3% students or students, and the remainder consisted of 3.6% housewives, 1.2% retirees, and 1.2% who did not work. The majority of respondents live in Mataram (73.8%), while 26.2% live in West Lombok.

In collecting data, the methods used are adapted to existing strategies and data sources. To collect data in this study, a questionnaire with a Likert scale was used which offered a rating from 1 to 5 (from strongly disagree to strongly agree). The operational variables that are the focus of this research cover various aspects, including product prices, product variety, service quality, store location, presence on social media, to customer experience. Each of these variables has indicators that are measured on that scale, reflecting the respondent's perception of each aspect in Digital Photo Graphics.

4. Results and Discussion

In order to maintain the validity of this study, testing was carried out using the Pearson product moment correlation method. In this method, the score of each item is connected to the total score, and the results are compared with the critical number at a significance level of 5%, using degrees of freedom of N = 83. Considering that the table only provides values for N = 80 and N = 85, it is necessary interpolation process to get the appropriate r table value for N=83. The results of this interpolation process produce an r table value of 0.216 at a significance level of 5%. A variable is considered valid if the calculated r value is greater than the r value listed in the reference table. In this study, the IBM SPSS 26 software tool is used to calculate the value of r as measured by the Sig value. (2-tailed). It is important to note that the Sig. (2-tailed) must be less than 0.05 to be considered significant, and the Pearson correlation used in this study is assumed to be positive. Details of the results of this validity test are shown in the following table. Reliability testing aims to measure the extent to which a measurement instrument is reliable. In addition, reliability testing also helps identify the consistency and reliability of the questionnaire used in research, so that it can be determined whether the questionnaire can be considered reliable or can be trusted in measuring the variables studied. The reliability of a variable is considered adequate if the Cronbach's alpha value exceeds 0.6. In this context, the results of reliability testing were carried out using IBM SPSS 26 software, and the results can be seen below:

Table 1. Reliability Test Results

Cronbach's Alpha	N
0.954	28

Source: processed data

From the information available in Table 1, it can be stated that the Cronbach's alpha test results on the independent variable show a figure of 0.954, with a Cronbach's alpha value if item deleted which is also higher than 0.6. From these findings, it can be concluded that the data involving 28 respondents shows a good level of reliability, and this information can be relied upon to be used in the further analysis stage.

Descriptive analysis has the use of carrying out data analysis by describing and describing the data collected as it is without drawing conclusions or generalizations that are generally accepted. Table 4.5 explains the minimum, maximum, mean and standard deviation values obtained from the IBM SPSS 26 program. It can be observed from the data that the lowest average value is at Y20 (consumers buy products that are currently on promos), which indicates that overall, respondents gave a low score on the Y20 questionnaire. Meanwhile, the highest average score was in Y13 (store location is on the

main road), which shows that in general, respondents gave a high score in the Y13 questionnaire. In terms of data variation, the smallest standard deviation value is at Y24 (Having a neat and complete display of goods in a store), indicating that the sample data has lower variation. On the other hand, the largest standard deviation value in Table 4.5 is at Y20 (consumers buy products that are currently on promotion), indicating that the sample data on the Y20 questionnaire has a higher variation.

Factor Analysis

Sample Adequacy Test

In this study, the sample adequacy test was carried out using the Kaiser Meyer Oikin test. This test aims to assess whether factor analysis is suitable for use in analyzing existing data. According to Kaiser and Rice (1974) as cited in Sharma (1996), KMO assessment is used to measure sample adequacy as follows:

Table 2. KMO Value Table

KMO	Recommendation
>=90	Very well
0.8	Good
0.7	Currently
0.6	Enough
0.5	Not enough
<0.5	Rejected

Source: Hair et al. (2018)

The following are the KMO test values and Bartlett's Test of Sphericity research using the IBM SPSS program.

Table 3. Table of Research Data Test Results for KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,859
Bartlett's Test of Sphericity	Approx. Chi Square	1787,776
	df	378
	Sig.	0,000

Source: Data processed

From the test results, it can be seen that the Kaiser-Meyer-Olkin Sample Adequacy (KMO) value is 0.859, which exceeds the 0.6 threshold as recommended in Table 6. Therefore, it can be concluded that the KMO value has reached a sufficient level, validating the data's ability to proceed to the next stage of analysis.

Furthermore, to assess the feasibility of each indicator in factor analysis, hypothesis testing was used using the Measure of Sampling Adequacy (MSA) method. The MSA value can be found in anti-image correlation. If the MSA value is less than 0.5, then the variable is not recommended for use in further factor analysis. This MSA value information has been generated via IBM SPSS 26 software. the results of data processing show that if each variable has an MSA value of more than 0.5, then the 28 variables can be continued to the next analysis.

Determining the Number of Factors

In determining the right number of factors in this study, we can refer to the eigenvalues. In this case, the eigenvalue is considered valid if it exceeds one. In accordance with the opinion expressed by Hair (2018), eigenvalues exceeding one are considered significant, while eigenvalues less than one are considered insignificant.

Table 4. Total Variance Explained Table

Component	Total	Initial Eigenvalues% of Variance	Cumulative %
1	**12,846**	45,878	45,878
2	**2,353**	8,405	54,283
3	**1,641**	5,859	60,142
4	1,300	4,641	4,641
5	1,061	3,790	68,574
6	0,991	3,540	72,114
7	0,891	3,182	75,296
8	0,836	2,985	78,282
9	0,688	2,455	80,737
10	0,631	2,253	82,990
11	0,615	2,197	85,187
12	0,528	1,886	87,073
13	0,460	1,642	88,715
14	0,439	1,567	90,282
15	0,416	1,486	91,768
16	0,350	1,251	93,019
17	0,313	1,119	94,138
18	0,263	0,941	95,078
19	0,241	0,859	95,938
20	0,197	0,703	96,641
21	0,189	0,673	97,314
22	0,170	0,606	97,920
23	0,145	0,519	98,439
24	0,138	0,491	98,930
25	0,093	0,333	99,263
26	0,078	0,278	99,542
27	0,069	0,248	99,790
28	0,059	0,210	100,000

Source: Data processed

We can see in Table 4 that there are 5 factors that have more than one eigenvalue. Therefore, it can be determined that the number of forming factors is 5 factors then.

Factor Rotation

Table 5. Component Matrix (Rotated)

Component Matrix[a]					
Variabel	Component				
Y01	0,815	-0,070	-0,053	-0,237	-0,097
Y02	0,794	-0,071	0,195	-0,188	0,116
Y03	0,706	0,119	0,005	-0,421	0,208
Y04	0,729	-0,175	-0,179	-0,023	0,240
Y05	0,668	-0,067	0,394	-0,009	-0,048
Y06	0,621	-0,163	0,451	0,074	-0,049
Y07	0,566	-0,134	0,224	-0,412	-0,097
Y08	0,665	-0,091	0,012	-0,441	0,182
Y09	0,703	-0,430	0,202	0,028	0,258
Y10	0,712	-0,226	0,246	0,063	0,186
Y11	0,714	-0,265	0,332	0,070	-0,142

Y12	0,633	-0,215	0,351	0,444	-0,039
Y13	0,566	0,471	0,354	0,197	-0,018
Y14	0,506	0,710	0,130	0,044	0,132
Y15	0,646	0,526	0,038	0,163	-0,034
Y16	0,597	0,555	-0,085	0,104	0,239
Y17	0,594	-0,114	-0,298	0,236	0,367
Y18	0,707	0,089	-0,280	0,090	0,245
Y19	0,755	-0,286	-0,221	0,104	0,042
Y20	0,688	-0,311	-0,291	0,182	-0,064
Y21	0,708	-0,077	-0,115	0,106	-0,095
Y22	0,763	-0,178	-0,166	0,099	-0,266
Y23	0,615	0,456	0,144	-0,060	-0,353
Y24	0,593	0,080	-0,176	-0,443	-0,254
Y25	0,666	0,242	-0,315	-0,067	0,074
Y26	0,744	0,237	-0,160	0,123	-0,058
Y27	0,706	-0,064	-0,256	0,158	-0,303
Y28	0,679	-0,094	-0,300	0,045	-0,349

Source: Data processed

Seen in table 4 above from factor loading if some variables are still included in several factors. Therefore, rotation is needed to classify variables into several factors.

Table 6. Rotated Component Matrix

Rotated Component Matrix[a]					
Variable	Component				
	1	2	3	4	5
Y01	0,328	0,467	0,229	0,555	0,226
Y02	0,510	0,201	0,268	0,521	0,280
Y03	0,190	0,118	0,337	0,687	0,313
Y04	0,293	0,327	0,132	0,343	0,569
Y05	0,640	0,176	0,270	0,303	0,057
Y06	0,718	0,156	0,188	0,214	0,049
Y07	0,383	0,179	0,075	0,619	-0,019
Y08	0,253	0,143	0,132	0,693	0,310
Y09	0,671	0,161	-0,043	0,307	0,464
Y10	0,636	0,162	0,150	0,271	0,362
Y11	0,718	0,341	0,116	0,252	0,086
Y12	0,773	0,284	0,197	-0,117	0,195
Y13	0,402	0,072	0,732	0,056	0,001
Y14	0,074	-0,011	0,867	0,162	0,112
Y15	0,182	0,268	0,766	0,108	0,142
Y16	0,041	0,112	0,754	0,150	0,366
Y17	0,186	0,275	0,162	0,053	0,712
Y18	0,134	0,340	0,361	0,219	0,584
Y19	0,354	0,533	0,054	0,231	0,497
Y20	0,302	0,623	0,004	0,126	0,444
Y21	0,326	0,509	0,228	0,198	0,290
Y22	0,355	0,690	0,148	0,221	0,221
Y23	0,212	0,377	0,655	0,285	-0,193
Y24	0,014	0,457	0,210	0,629	0,003
Y25	-0,014	0,393	0,442	0,329	0,392

Y26	0,191	0,475	0,518	0,188	0,295
Y27	0,233	0,723	0,221	0,135	0,203
Y28	0,169	0,746	0,156	0,223	0,158

Source: Data processed

In Table 5 we can see that rotation occurs when each variable produces a factor loading those points to a certain factor. However, to determine which variables really contribute to explaining these factors, an evaluation of the factor loading value is required. The calculated factor loading value must exceed the loading factor value listed in Table 6.

Table 7. Factor Loading Identification Guide

Significant Factor Loadings Based on Sample Size	
Sample Size	Sufficient Factor Loading
50	0.75
60	0.70
70	0.65
85	0.60
100	0.55
120	0.50

Source: Hair et al. (2018)

In Table 6, it can be seen that the factor loading is calculated based on the number of samples that meet the significance criteria of α5% and a power level of 80%. For the case of N = 83, the value in the factor loading table is the result of interpolation between N = 70 and N = 85, so that the factor loading value for N = 83 is 0.61. Based on this, variables with a factor loading value of less than 0.61 can be considered less significant. Thus, the results of the recapitulation of variables that have responsive factor loading are grouped into the five factors that have been formed.

Table 8. Variable Recapitulation with Factor Loading above 0.61

Rotated Component Matrix[a]					
Variable	Component				
	1	2	3	4	5
Y12	0,773	0,284	0,197	-0,117	0,195
Y11	0,718	0,341	0,116	0,252	0,086
Y06	0,718	0,156	0,188	0,214	0,049
Y09	0,671	0,161	-0,043	0,307	0,464
Y05	0,640	0,176	0,270	0,303	0,057
Y10	0,636	0,162	0,150	0,271	0,362
Y28	0,169	0,746	0,156	0,223	0,158
Y27	0,233	0,723	0,221	0,135	0,203
Y22	0,355	0,690	0,148	0,221	0,221
Y20	0,302	0,623	0,004	0,126	0,444
Y19	0,354	0,533	0,054	0,231	0,497
Y21	0,326	0,509	0,228	0,198	0,290
Y14	0,074	-0,011	0,867	0,162	0,112
Y15	0,182	0,268	0,766	0,108	0,142
Y16	0,041	0,112	0,754	0,150	0,366
Y13	0,402	0,072	0,732	0,056	0,001
Y23	0,212	0,377	0,655	0,285	-0,193
Y26	0,191	0,475	0,518	0,188	0,295
Y25	-0,014	0,393	0,442	0,329	0,392
Y08	0,253	0,143	0,132	0,693	0,310
Y03	0,190	0,118	0,337	0,687	0,313
Y24	0,014	0,457	0,210	0,629	0,003

Y07	0,383	0,179	0,075	0,619	-0,019
Y01	0,328	0,467	0,229	0,555	0,226
Y02	0,510	0,201	0,268	0,521	0,280
Y17	0,186	0,275	0,162	0,053	0,712
Y18	0,134	0,340	0,361	0,219	0,584
Y04	0,293	0,327	0,132	0,343	0,569

Source: Processed data

Table 9. Grouping of Variables Based on Formed Factors

F	Variabel	
1	Y12	Service employees at Digital Photo Graphics who have good communication skills
	Y11	The employee service at Digital Photo Graphics is friendly and polite
	Y06	Products that are sought after by many people
	Y09	The employee service at Digital Photo Graphics is fast and alert
	Y05	Complete product variants
2	Y28	Good Customer Experience
	Y27	High level of customer satisfaction
	Y22	The shop atmosphere is comfortable and clean
	Y20	Consumers buy a product that is currently on promotion
3	Y14	The location of the shop is in the center of the crowd
	Y15	Access to young and close shop locations
	Y16	Store locations in commercial and office areas
	Y13	The location of the shop is on the side of the main road
	Y23	The shop is visible from the main road
4	Y08	Products that have more advantages compared to competitor products
	Y03	Affordable prices for the community
	Y24	Have a neat and complete display of goods in the shop
	Y07	Good product quality
5	Y17	Attractive store promotions

Source: Processed data

Table 9 shows the grouping of variables into the five factors that have been formed. After this grouping, the next step is to give each factor a name, reflecting the variables included in it. Sometimes, naming a factor may not be able to cover all variables precisely, because generalization is needed, but it must still present the essence of the factor. In this case, an interpretation is given for each element.

The following are the combined results of factor interpretation which explains the forming factors and the percentage contribution of each factor to the total variance, along with the variables that contribute to forming these factors.

Table 10. Interpretation of Factors with Constructing Variables

F	Interpretasi Faktor	Variabel	
1	*Service Excellence* (46%)	Y12	Service employees at Digital Photo Graphics who have good communication skills
		Y11	The employee service at Digital Photo Graphics is friendly and polite
		Y06	Products that are sought after by many people

		Y09	The employee service at Digital Photo Graphics is fast and alert
		Y05	Complete product variants
		Y10	Service employees at Digital Photo Graphics who have good product knowledge
2	*Store Convenience* (8.40%)	Y28	Good Customer Experience
		Y27	High level of customer satisfaction
		Y22	The shop atmosphere is comfortable and clean
		Y20	Consumers buy a product that is currently on promotion
3	*Accessibility* (5.86%)	Y14	The location of the shop is in the center of the crowd
		Y15	Access to young and close shop locations
		Y16	Store locations in commercial and office areas
		Y13	The location of the shop is on the side of the main road
		Y23	The shop is visible from the main road
4	*Product Performance* (4.64%)	Y08	Products that have more advantages than competitors' products
		Y03	Affordable prices for the community
		Y24	Have a neat and complete display of goods in the store
		Y07	Good product quality
5	*Promosi / Promotion* (3.79%)	Y17	Attractive store promotions

Source: Data processed

The results of this study provide important insights into the factors that influence consumer purchasing decisions at Digital Photo Graphics, a digital printing shop. In an effort to understand the factors that shape consumer loyalty, researchers have identified several key variables, namely price, product, service, place, promotion, presentation, and reputation. This study uses a quantitative descriptive approach to gather information about consumer behavior patterns in the context of the store.

The population that is the focus of the research is consumers who make purchases at Digital Photo Graphics during 2020. In the sample process, researchers managed to collect data from 83 respondents who met the set criteria. By using the explanatory factor analysis (EFA) analysis method and relying on SPSS statistical software, this study produces five main factors that shape consumer purchasing decisions.

The first factor identified is the "Excellent Service Factor", which includes elements of superior and customer-oriented service. The second factor is the “Store Convenience

Factor", which highlights how important ambiance and comfort are in attracting customers. The third factor, "Accessibility Factor", shows the importance of locations that are easily accessible to consumers. The fourth factor, "Product Performance Factors," evaluates how product quality and resulting performance influence purchasing decisions. Meanwhile, the fifth factor is "Promotional Factors", which shows the importance of promotional strategies in shaping consumer perceptions.

The highest variance value associated with these factors is seen in the "Excellent Service Factor" with a value of 46%. The implication is that efforts to improve service quality and customer experience must be the main focus of Digital Photo Graphics. In order to achieve this goal, several steps can be taken, such as an up-selling strategy to encourage more purchases, introduction of corporate uniforms to enhance professional image, better personal service, consistent improvement of product quality, active use of social media to interact with customers. customers, as well as providing special discounts to loyal customers.

Thus, this study provides an in-depth look at the factors that need to be considered by Digital Photo Graphics in order to influence consumer purchasing decisions and build strong loyalty. The proposed measures have the potential to help companies direct their strategies and increase their attractiveness in the eyes of consumers.

5. Conclusion

This research investigates the factors that shape consumer purchasing decisions for Digital Photo Graphics in the midst of the pandemic in Lombok. The results of factor analysis show that there are five factors that influence consumer purchasing decisions, namely Excellent Service Factors, Store Comfort Factors, Accessibility Factors, Product Performance Factors, and Promotion Factors. From the results of the validity and reliability tests, it can be concluded that the data used in this research has a good level of reliability and can be relied upon. Through KMO testing and Bartlett's Test, sample adequacy for factor analysis was validated. In factor analysis, grouping variables into more comprehensive factors is done through factor rotation. Significant factors in explaining consumer purchasing decisions at Digital Photo Graphics are service quality, store convenience, accessibility, product performance and promotions carried out. These results provide valuable insights for Digital Photo Graphics to improve marketing and service strategies to meet consumer preferences and expectations during this pandemic period.

References

Arda, M. and Andriany, D. (2019). Analisis Faktor Stimuli Pemasaran dalam Keputusan Pembelian Online Produk Fashion Pada Generasi Z. Bandung. Presented at Proceeding FRIMA (Festival Riset Ilmiah Manajemen dan Akuntansi). June 2019 Bandung Indonesia

Armstrong, G., Adam, S., Denize, S., & Kotler, P. (2014). Principles of marketing Pearson Australia.

Babuta, Y. Y. I., & Harianto, E. (2021). Factor Analysis of Customer Decisions to Buy Neeyoo Fashion Retail Products in Surabaya. KnE Social Sciences, 323-330.

Fuady, Y. A. (2020). Analisis Faktor Permintaan Konsumen Percetakan di CV. Maxiplus Digital Printing Surabaya (Doctoral dissertation, Universitas 17 Agustus 1945 Surabaya).

Hair, Joseph F., Marko Sarstedt, Christian M. Ringle, and Siegfried P. Gudergan. 2018). Advanced issues in partial least squares structural equation modeling (PLS-SEM). Thousand Oaks: Sage.

Hair Jr, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2013). A primer on partial least squares structural equation modeling (PLS-SEM). Sage Publications.

Hartono, J. (2014). Metode Penelitian Bisnis (Salah Kaprah dan Pengalaman Pengalaman). Yogyakarta: BPFE UGM

Heizer, J. & Render, B, (2015), Operation Management, Jakarta: Salemba Empat.

Helm, Sabrina; Gobbers , Kerstin Liehr; Storck, C. (2011). Reputation Management

Johnson, N. & Wichern, D. (1998). Applied Multivariate Statistical Analysis, Prentice-Hall, Englewood Cliff, N.J.

Kasmir. (2017). Customer Service Excellent Teori dan Praktik. Jakarta: RajaGrafindo Persada.

Kotler, Philip and Kevin Lane Keller. (2016). Marketing Management. 15th Edition. Education,Inc.

Lepojevic, Vinko and Suzana Dukic. 2019. Factors Affecting Customer Loyalty In The Business Market – An Empirical Study In The Republic Of Serbia. University of Nis, Faculty of Economics, Serbia.

Livano, A., & Harianto, E. (2021). Factor Analysis to Form Customer Satisfaction on Building Material Retail. International Journal of Review Management Business and Entrepreneurship (RMBE), 1(1), 25-40.

Munthe, R. A. (2019). Faktor-Faktor Yang Mempengaruhi Perilaku Konsumen Dalam Keputusan Pembelian Di Percetakan Adhya Multi Sukses. Eko dan Bisnis: Riau Economic and Business Review, 10(4), 523-528.

Prasetiyawan, A. A., & Nurhidayah, S. M. (2020). Analisis Faktor-Faktor Keputusan Pembelian Makanan Online Muslim Millenial. Academica: Journal of Multidisciplinary Studies, 4(2), 225-244.19

Pratita, B. W. A., Pratikto, H., & Sutrisno, S. (2018). Analisis Faktor-Faktor yang Mempengaruhi Keputusan Pembelian Pelanggan di Kober Bar Malang. Jurnal Pendidikan: Teori, Penelitian, dan Pengembangan, 3(4), 497-503.

Setiawan, I., & Harianto, E. (2021). Analysis Factors That Form Customer Loyalty at Retail Stores in Kutoarjo. International Journal of Economics, Business and Accounting Research (IJEBAR), 5(4).

Spector, P. E. (1992). Summated Rating Scale Construction: An Introduction. Newbury Park, CA: Sage.

Sugiyono. (2012). Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.

Sugiyono. (2014). Metode Penelitian Kuantitatif Kualitatif dan R&D. Bandung : Alfabeta

Sugiyono. (2015). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung : ALFABETA.

Sugiyono. (2017). Metode Penelitian Bisnis. Bandung: Alfabeta.

Sugiyono. (2018). Metode Penelitian Kuantitatif. Bandung: Alfabeta.

Suleman, D. (2014). PENGARUH KUALITAS PELAYANAN TERHADAP KEPUASAN KONSUMEN PADA RESTAURANT MY BENTO. *Perspektif*, *12*(2). https://doi.org/DOI: https://doi.org/10.31294/jp.v12i2.1143

Suleman, D. (2018). Faktor Penentu Keputusan Konsumen Indonesia MemilihTempat Belanja Disebuah E-Commerce (Theory of Planned Behavior). *Jurnal JDM*, *I*(02), 1–9. http://journal.mercubuana.ac.id/index.php/jdm/article/view/4120

Suleman, D., Ali, H., Nusraningrum, D., & Ali, M. M. (2020a). Consumer Factors in Choosing Shopping Place in 4.0. *JURNAL MANAJEMEN DAN BISNIS SRIWIJAYA*, *17*(4), 193–198. https://doi.org/DOI: https://doi.org/10.29259/jmbs.v17i4.11529

Suleman, D., Ali, H., Nusraningrum, D., & Ali, M. M. (2020b). Faktor konsumen dalam memilih tempat belanja di Era 4.0. *At-Tijaroh*, *6*(1), Pp : 37-44.

Suleman, D., Ali, H., Nusraningrum, D., & Ali, M. M. (2020c). *Strategi memenangkan persaingan bisnis berbasis perilaku konsumen untuk produk fashion*. Lembaga pendidikan dan pelatihan balai insan cendekia.

Suleman, D., Ali, H., Nusraningrum, D., & Ali, M. M. A. (2019). Perceived Ease of Use, Trust and Risk toward Attitude and Intention in Shopping for Online Fashion Products In Indonesia. *Archives of Business Research*, *Vol.7*(No.4), pp.240-253. https://doi.org/DOI: http://dx.doi.org/10.14738/abr.74.2019

Suleman, D., Ali, H., Nusraningrum, D., & Ali, M. M. A. (2020d). Pembeda Konsumen Dalam Memilih Tempat Belanja Offline Vs Online. *Ecodemica*, *4*(2), 275–282.

Suleman, D., Suharyadi, D., Marwansyah, S., Rachmawati, S., Rusiyati, S., & Sabil, S. (2020). The effect of ease of use, risks towards consumer decisions when shopping online. *Dinasti International Journal of Economics, Finance & Accounting*, *1*(4), 722–726. https://doi.org/DOI:10.38035/DIJEFA

Suleman, D., Suharyadi, D., Rusiyati, S., Sabil, Riftiasari, D., & Marwansyah, S. (2020). How trust,risk toward attitude when shopping retail online. *Dinasti International Journal of Education Management and Social Science*, *1*(4), Pp :487-492. https://doi.org/https://doi.org/10.31933/dijms.v1i4.185

Suleman, D., Zuniarti, I., Marginingsih, R., Sabil, Nurhayaty, E., Rachmawati, S., Pramularso, E. Y., & Sari, I. (2019). Competition between offline and online stores: when it comes to shopping for fashion products, which store will be the choice of Indonesian consumers? *International Conference on Global Innovation and Trends in Economy*, 1–14. https://easychair.org/publications/preprint/8drP

Suleman, D., Zuniarti, I., Marginingsih, R., Susilowati, I. H., Sari, I., Sabil, S., & Nurhayaty, E. (2020). The effect of decision to purchase on shop fashion product in Indonesia mediated by attitude to shop. *Management Science Letters*, *11*(1), 111–116. https://doi.org/doi: 10.5267/j.msl.2020.8.024

Suleman, D., Zuniarti, I., & Sabil, S. (2019). Consumer Decisions toward Fashion Product Shopping in Indonesia: The effects of Attitude, Perception of Ease of Use, Usefulness, and Trust. *Management Dynamics in the Knowledge Economy*, *7*(2), 133–146. https://doi.org/10.25019/mdke/7.2.01

Suleman, D., Zuniarti, I., Setyaningsih, E. D., Yanti, V. A., Susilowati, I. H., Sari, I., Marwansyah, S., Hadi, S. sudarmono, & Lestiningsih, A. S. (2019). Decision Model Based on Technology Acceptance Model (Tam) for Online Shop Consumers in Indonesia. *Academy of Marketing Studies Journal*, *23*(4), Pp: 1-14. https://www.abacademies.org/articles/decision-model-based-on-technology-acceptance-model-tam-for-online-shop-consumers-in-indonesia-8624.html

Tjiptono, F., & Diana, A. (2015). Pelanggan Puas? Tak Cukup! Plus: contoh spesifik riset kepuasan dan ketidakpuasan pelanggan, strategi mewujudkan kepuasan pelanggan. Yogyakarta: CV Andi Offset

Victor, V., Joy Thoppan, J., Jeyakumar Nathan, R., & Farkas Maria, F. (2018). Factors influencing consumer behavior and prospective purchase decisions in a dynamic pricing environment—An exploratory factor analysis approach. Social Sciences, 7(9), 153.

Widarjono, A. (2015). Analisis Multivariat Terapan. Yogyakarta: UPP STIM YKPN
Yanuar, Yoddie. (2019). Analisis Faktor-Faktor yang Membentuk Keputusan Pembelian Konsumen di Toko Neeyoo Surabaya. Universitas Ciputra, Surabaya.