

## The Influence of Price, Product Quality, and Promotion on Consumer Purchase Intention in Lamongan Ikat Weaving Products in the Modern Market

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**Abstract.** Lamongan ikat weaving is a local cultural heritage that has artistic and cultural value, as well as high economic potential. However, in the increasingly competitive modern market, this traditional product faces challenges in attracting consumer interest. This study aims to analyze the influence of price, product quality, and promotional activities on consumer purchase intentions of Lamongan ikat weaving marketed through modern channels, such as shopping centers, fashion boutiques, and e-commerce platforms. The study used a quantitative approach with data collection through a Likert scale questionnaire that has been tested for validity and reliability. A total of 100 respondents were obtained using a cluster random sampling technique. Data analysis was carried out using multiple linear regression, supported by classical assumption tests and hypothesis testing through partial (t-test) and simultaneous (F-test) tests. The results showed that the variables of price, product quality, and promotion simultaneously had a significant effect on consumer purchase intentions ( $p = 0.000$ ). However, only product quality was proven to have a significant effect ( $p = 0.000$ ), while price and promotion did not show a significant effect ( $p = 0.214$  and  $p = 0.257$ , respectively). The adjusted  $R^2$  value of 0.379 indicates that 37.9% of the variance in consumer purchase intention can be explained by the three independent variables, while the remainder is influenced by other factors outside this study. This finding confirms that product quality is the dominant factor driving consumer purchase intention for Lamongan ikat weaving. Therefore, business actors are advised to prioritize quality improvement through quality control and design innovation, as well as developing more targeted, creative promotional strategies that are in line with the preferences of modern market consumers. Thus, Lamongan ikat weaving will not only be able to maintain its existence but also have a great opportunity to develop in the contemporary creative and fashion industries.

**Keywords:** Modern Market, Price, Product Quality, Promotion, Purchase intention.

### 1. INTRODUCTION

Ikat weaving is one of the cultural heritage of the archipelago that has high artistic value and rich symbolic meaning (Widijatmoko et al., 2019). Each region in Indonesia has its own patterns, motifs, and philosophies that are reflected in ikat weaving products, including Lamongan Regency, East Java (Semuel et al., 2022; Siombo, 2019). This area is known as one of the centers of ikat weaving crafts that until now still maintain local characteristics through motifs, coloring, and traditional production techniques. In addition to having aesthetic and cultural value, Lamongan ikat weaving products also have significant economic potential if they are able to adapt to the needs and preferences of the modern market. Lamongan ikat weaving products have begun to be marketed in a number of modern markets, but the level of consumer acceptance is still not optimal, so it is important to examine the factors that affect consumer purchase intention.



**Figure 1. Legendary Ikat Woven Fabric**

**Source: Hidayatullah (2022)**

Modern markets are a type of distribution channel that provides a variety of consumer products in a comfortable, organized, and supported shopping atmosphere by professional marketing services. Modern markets include not only supermarkets and shopping malls, but also boutiques, craft galleries, and e-commerce-based digital platforms (Joni Hendra & Hidayati, 2023). Consumers in the modern market generally have characteristics of being more critical, rational, and considering various aspects before making a purchase (Adha, 2022; Setiawan et al., 2023; Widiaputri, 2018). Therefore, understanding the preferences and factors that affect consumers' purchase intention in the modern market is important for the sustainability of local products such as Lamongan ikat weaving.

Along with the development of the era of globalization and the advancement of information technology, consumer behavior patterns have undergone significant changes. Today's consumers tend to be more selective and rational in making purchasing decisions. Not only considering the cultural or aesthetic value of a product, but also paying attention to competitive price aspects, product quality that meets expectations, and effective and attractive promotional strategies (Anggraeni & Ali, 2025; Anom & Ali, 2024). This condition is a challenge as well as an opportunity for Lamongan ikat weaving business actors to be able to increase the competitiveness of their products, especially in modern markets such as shopping centers, fashion boutiques, and *e-commerce platforms* which are currently growing rapidly.

In the context of consumer behavior, price has an important role because it is directly related to the perception of value that consumers receive for a product. Competitive prices will increase the competitiveness of products and influence consumer purchasing decisions, especially in the modern market where consumers can easily compare prices between products

(Jamaludin et al., 2015). Product quality is a crucial factor that determines consumer satisfaction and loyalty (Pardede & Haryadi, 2017). Quality in this case includes not only the durability and smoothness of the material, but also the uniqueness of the design, coloring, and comfort when used. Promotion functions as a means of marketing communication that aims to introduce, inform, and persuade consumers to make purchases (Priyanto et al., 2018). In the modern market, promotions are not only carried out through conventional media, but also through digital media, *endorsements*, *exhibition events*, to product discount and bundling programs (Fadillah, 2023). Although digital promotional strategies such as *endorsements* and *e-commerce* have not been fully optimized by Lamongan ikat weaving business actors, the approach has great potential to increase exposure and purchase intention in the modern market. The right promotional strategy can build a positive image, increase *brand awareness*, and ultimately influence consumers' purchase intention in products.

The quality of a product and its price significantly shape consumers' purchase intentions toward trending items, including smartphones, food products, and household equipment (Ayumi & Budiatmo, 2021; Puspita & Budiatmo, 2020; Retnowulan, 2017). Hasana & Alamsyah (2023) stated that there is a significant relationship between product quality and promotional activities and consumer purchase intention. Putri (2021) added that product quality and promotions play a role in driving customer repurchase interest, which ultimately increases sales volume and provides profits for the company. Another study by Ayumi & Budiatmo (2021) shows that prices and promotions also influence consumer purchase intention and purchasing decisions. Furthermore, the findings of Tsaniya & Telagawathi (2022) confirm that product quality along with price significantly affects consumer purchase intention.

Based on several previous studies, the factors of price, product quality, and promotion have indeed been widely studied in relation to consumer purchase intention. However, most of those studies are more focused on modern products or mass consumer goods such as food products, popular brand clothing, or electronics in large urban markets. Empirical studies that discuss purchase intention in traditional products such as Lamongan ikat weaving in the modern market are still very limited. Sentosa & Tsalisah (2021) found that purchasing decisions for ikat woven batik at CV Paradila Parengan Maduran are affected by promotional activities, the perceived brand image, and the quality of the product. Meanwhile, the findings of Gosal et al. (2023) show that the implementation of promotion as a ikat weaving marketing strategy in Nekmese Fatuulan Village, TTS Regency, is not optimal, so its contribution to increasing community income is still limited. Based on the gap in these findings, this study is

directed to examine the influence of price, product quality, and promotion on consumer purchase intention in Lamongan ikat weaving which is marketed through modern channels, including shopping centers, fashion boutiques, and e-commerce platforms. In addition, most of the previous research still focused on traditional markets or handicraft exhibition events, so there have not been many studies on consumer behavior in modern markets such as shopping malls, fashion boutiques, and *e-commerce* platforms in relation to local cultural products. In fact, today's modern market has different consumer characteristics, is more rational, and has preferences influenced by digital promotions and lifestyle trends.

This study seeks to address this research gap by offering novelty through an analysis of how price, product quality, and promotional efforts affect consumer purchase intention for Lamongan's traditional ikat weaving products within the modern market context. This research is one of the early studies that bridges the gap between the study of local cultural products and the dynamics of consumer behavior in the modern market, and offers a new perspective on how traditional products such as ikat weaving can compete in a more competitive and technology-based market environment.

This research makes a significant contribution, both in theoretical and practical aspects. From the theoretical side, this research adds to the treasure of literature in the field of marketing, especially related to consumer behavior towards traditional handicraft products marketed in the modern environment. From a practical perspective, the findings of this study can be used as a guideline for Lamongan ikat weaving business actors in developing a more targeted marketing strategy, taking into account price factors, product quality, and promotional effectiveness that are in line with consumer characteristics in the modern market. In addition, this research also supports the preservation of local culture by strengthening the position of ikat weaving in the modern market, so that traditional products are not only sustainable as cultural heritage, but also have sustainable economic value for the surrounding community.

Drawing from the identified issues and background, this research is designed to examine: (1) how price affects consumers' purchase intentions for Lamongan ikat weaving products in modern markets; (2) the impact of product quality on purchase intention; (3) the effect of promotional activities on consumer purchase intention; and (4) which variable exerts the most dominant influence on consumers' interest in purchasing Lamongan ikat weaving products in modern market settings.

## **2. THEORETICAL STUDIES**

### **Consumer Purchase intention**

Purchase intention represents a key aspect of consumer behavior, reflecting an individual's willingness or plan to acquire and utilize a product or service. Kotler & Lane Keller (2016) describe purchase intention as the tendency of consumers to give a positive response to a product, which is reflected through interest, consideration, and purchase intent. This purchase intention can be influenced by various factors, such as product perception, consumer attitudes, promotional strategies, price, and product quality.

Maulana & Alisha (2020) grouped purchase intention into four indicators, namely:

1. Transactional interest, which is a real drive to make a purchase after the consumer understands the value and benefits of the product.
2. Referential interest, which is the tendency of consumers to recommend products to others because of satisfaction or trust in their quality.
3. Preferential interest, which is the consumer's choice to prioritize a product over other alternatives because of its suitability with needs, tastes, or previous positive experiences.
4. Exploratory interest, refers to consumers' inclination to gather further details about a product such as its quality, pricing, benefits, or user testimonials, prior to deciding on a purchase.

In the context of traditional handicraft products such as Lamongan ikat weaving, purchase intention is not only influenced by functional aspects such as price and quality, but also by the cultural value inherent in the product. The right promotion in the modern market, whether through shopping centers, fashion boutiques, or *e-commerce*, is an important factor to encourage consumers to be interested in making purchases.

### **Price**

Price serves as a primary consideration for consumers prior to making a purchase decision. When the price is perceived to align with the product's quality or the value it offers, consumers are more likely to develop a stronger intention to buy. In the marketing mix, price plays a strategic role because it is an element that not only represents the value of the product for consumers, but also becomes a source of income for the company. According to Annisa et al (2024), Gofur (2019) and Tannady et al. (2022), price is defined as the amount of money that consumers must spend to obtain a good or service. Tjiptono (2015) highlighted that among the elements of the marketing mix, price is the sole component that generates revenue, whereas all other elements represent cost outflows. In line with that, Kotler & Keller (2016) states that

price reflects the value charged to consumers to benefit from the ownership or use of the product. Therefore, price carries both economic and psychological dimensions, as it influences how consumers perceive a product, form attitudes, and make purchase decisions. Research by Rahayu et al. (2024) provide empirical support for this perspective, demonstrating that price significantly influences both purchase decisions and customer loyalty in the context of men's skincare products. The quantitative study involving 180 respondents confirmed that the perception of affordability and price compatibility with quality are the main determining factors in purchasing decisions.

Pricing is influenced by a variety of factors. Tjiptono (2015) explained that production costs, market demand and supply conditions, competition levels, company marketing goals, and consumer perception of product value are factors that interact with each other in shaping price strategies. The cost of raw materials and labor will determine the minimum price, while purchasing power and market demand trends affect the company's flexibility in setting prices. In addition, competitor strategies and business orientation, such as market penetration, profit optimization, or efforts to maintain customer loyalty, are also important considerations. From the perspective of the consumer, price serves not only as a medium of exchange, but also as an indicator of product quality and value. In the context of a competitive modern market, price comparison is a very sensitive aspect for consumers. According to Helmold (2022), commonly used indicators to assess price perception include price suitability with quality, affordability, competitiveness compared to similar products, and the existence of discounts or discounts. Meanwhile, (Sari, 2021) Sari (2021), Schiffman & Wisenblit (2015), and Tjiptono (2015) emphasized that indicators of affordability, suitability with product benefits, and price competitiveness are important references to understand the influence of prices on purchase decisions, especially in a dynamic modern market.

### **Product Quality**

Product quality is an important component of a marketing strategy because it plays a direct role in consumer satisfaction and interest in buying. According Kotler & Lane Keller (2016), product quality refers to a product's capability to perform its intended function, encompassing aspects such as durability, reliability, precision, ease of operation and maintenance, along with other attributes that deliver value to consumers. Quality is assessed not only through the tangible features of the product but also through the psychological and symbolic value perceived by the consumer. Garvin, as quoted in Kotler & Lane Keller (2016), mentions eight dimensions of product quality, namely performance, features, reliability,

suitability, durability, ease of repair, aesthetics, and perception of quality. A product can be considered quality if it is able to meet or exceed the subjective expectations of consumers for its function, reliability, and aesthetic aspects.

In the context of Lamongan ikat weaving, not all of these quality dimensions are relevant to be tested empirically. Therefore, this study uses six main indicators that are considered to be the most representative of product characteristics, namely features, reliability, durability, ease of repair, aesthetics, and quality perception. The selection of this indicator is adjusted to the nature of traditional handicraft products, enabling the identification of consumers' perceptions and expectations regarding the quality of ikat weaving products offered in modern market settings.

The two dimensions that are excluded, namely performance and suitability, are considered less relevant. The performance dimension usually refers to the ability of the product to perform its technical functions optimally, which is more suitable for technological or industrial products. In the context of ikat weaving, its main function as a fabric or fashion product does not require complex technical measurements. Meanwhile, the dimension of conformity with specifications tends to be important in mass manufacturing products that require standardization, while ikat weaving has more value in the uniqueness of the motif and the artistic variation of the manual work, rather than uniformity. In contrast, the dimensions of features, reliability, durability, and ease of repair are critical in assessing the extent to which a woven product meets the functional and economic expectations of consumers, such as thread strength, color fastness, and ease of maintenance. Aesthetics and the perception of quality are key dimensions that represent the artistic, symbolic, and cultural values contained in woven products, where consumer preferences are influenced by the visualization of design, taste, and brand or artisan image. Thus, the use of these six indicators provides a more contextual and relevant approach in evaluating the quality of Lamongan ikat weaving products, in accordance with the product characteristics and expectations of the target consumers.

From the perspective of consumer behavior, product quality is one of the main factors in the formation of purchase intent. This is because the perception of quality creates a sense of *trust*, which is the emotional and rational basis for purchasing decisions (Schiffman & Wisenblit, 2015). Within the framework of *expectancy-value theory*, consumers will be motivated to buy products that they value high, and quality perception is one of the main indicators in calculating that value. Product quality does not only concern physical specifications such as durability, raw materials, and design, but also includes subjective

dimensions such as brand reputation, exclusivity, and product consistency (Park, 2020). Anom & Ali (2024) through a quantitative study involving 150 consumers of local fashion products, revealed that product quality exerts a significant positive influence on purchase intention, particularly concerning the indicators of design originality and uniqueness. In addition, a study by Ayumi & Budiarmo (2021) also shows that product quality significantly affects purchase intention, either directly or indirectly through purchase decisions in Hypermart Semarang consumers. The results of the study show that a good perception of quality encourages consumers to recommend products to others. These findings confirm that product quality not only impacts direct purchasing decisions, but also on consumers' follow-up behaviors, such as the dissemination of positive information or *word-of-mouth*.

Various factors can affect the quality of a product, including design, selection of raw materials, production process, quality control, and the level of innovation applied. Rahayu et al. (2024) found that product quality along with price has a significant influence on purchase intention, especially in skincare products for men. Meanwhile, research by R. F. W. Putri & Darmawan (2023) confirms that consistency of production standards and product innovation is an important element in building quality perceptions in the modern market. In conditions of intense competition, quality serves as a differentiating factor that is able to strengthen consumer trust and loyalty. In Lamongan ikat weaving products, the quality is reflected in the neatness of the weaves, the strength of the materials, the combination of colors, and the originality of the motifs presented. This empirical evidence confirms that aesthetic and innovation aspects in product quality have a crucial role in attracting purchase intention, especially in modern markets that are very sensitive to lifestyle and product differentiation.

### **Promotion**

Promotion is understood not only as a business communication activity, but as a form of interaction that builds the meaning of the product in the minds of consumers. Promotions contain messages, values, and narratives that aim to shape perceptions, persuade, and influence consumer behavior through various media and communication strategies. Siti Samsiyah et al. (2023) argue that promotion plays an important role in the process of forming social meaning for a product or brand, because consumers interpret promotional messages through their experiences, values, and cultural context. Putri (2024) explained that promotion is a type of communication carried out by companies to inform and remind customers about the goods or services they sell, which can influence their decision to buy.



Promotion has a strategic role in conveying information, shaping consumer perception, and encouraging interest and purchasing decision-making through various media, such as advertising, digital marketing, discount programs, and other promotional activities. In the marketing mix, promotions serve as a means to inform, convince, and remind consumers about a product, brand, or company. Kotler & Keller (2016) define promotion as a series of activities carried out by companies to communicate the advantages of the product while persuading consumers to make a purchase. In addition to conveying product value, promotion also plays a role in building positive perceptions and emotional bonds that ultimately influence purchasing behavior. In line with that, Tjiptono (2015) emphasized that promotion is a form of marketing communication that is persuasively designed to elicit a positive response from consumers to the products or services offered.

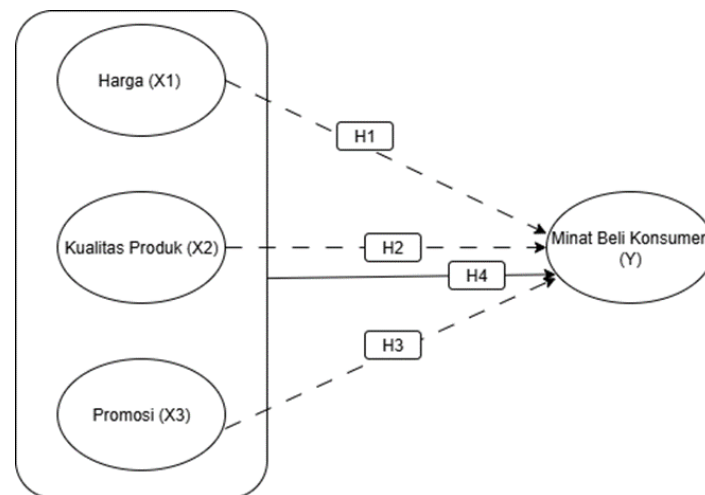
The effectiveness of a promotion is influenced by a variety of factors. First, the right communication strategy, including media selection, message style, and frequency of delivery. Second, market segmentation, where promotional messages are tailored to the characteristics and needs of the target consumer. Third, the promotional budget, because the level of promotional spending determines how widely and in the message can reach the target. Fourth, the creativity and appeal of the message, which greatly determines whether a promotional message can generate consumer attention and interest. Research by Tantonio (2017) shows that promotions carried out in an integrated manner through social media and live events have a significant effect on increasing consumer purchase intention. This is reinforced by a study by Anim & Indiani (2020) which confirms that the consistency and relevance of promotional messages greatly determine the success of marketing communication in the modern market.

The promotional indicators that can be used in measuring consumer purchase intention include: (1) Promotion frequency, which is how often consumers receive promotional information; (2) Clarity of the promotional message, i.e. how easily the consumer understands the content of the message; (3) Promotional appeal, i.e. the ability of the message to attract the attention and interest of consumers; (4) Suitability of promotional media, i.e. the relevance of the media used to the habits of the target consumer; and (5) Excellence of the information conveyed, i.e. the extent to which the promotion provides useful information and distinguishes the product from competitors (Kotler & Lane Keller, 2016; Tjiptono, 2015) This indicator is an important reference in designing an effective promotion strategy that is in accordance with the characteristics of the modern market. Effective promotion of Lamongan ikat weaving

products in the modern market can increase brand awareness, build a positive image, and encourage purchasing decisions.

### Concept Framework

The conceptual framework of this study was built by placing Price, Product Quality, and Promotion as independent variables, while Purchase intention acted as a dependent variable.



**Figure 2. Conceptual Framework**

**Source: data processed by researchers, 2025**

Information:

—————▶ : Partial influence  
-----▶ : Simultaneous influence

### Hipotesis

A hypothesis represents a provisional statement or an initial conjecture that requires empirical verification to determine its validity (Ismayani, 2019). Consequently, researchers must gather and analyze data to evaluate whether the proposed hypotheses can be supported. The hypotheses formulated in this study are as follows:

- H1:** Price is hypothesized to have a significant influence on consumers' purchase intentions.
- H2:** Product Quality is hypothesized to significantly affect consumers' purchase intentions.
- H3:** Promotion is hypothesized to significantly affect consumers' purchase intentions.
- H4:** Price, Product Quality, and Promotion are hypothesized to jointly have a significant effect on consumers' purchase intentions.

### 3. RESEARCH METHODS

#### Types of Research

This research employs a quantitative approach with an associative design, intended to examine the causal relationships between the independent variables—price, product quality, and promotion—and the dependent variable, which is consumer purchase intention for Lamongan ikat weaving products in the modern market (Sugiyono, 2016). The study focuses on a predetermined sample, with data gathered through questionnaire distribution and analyzed using statistical methods.

#### Variable Operational Definition

##### a. Price ( $X_1$ )

Price represents the monetary value assigned to a product by the company and is perceived by consumers as appropriate in relation to the benefits they receive. Kotler & Keller (2016), emphasize that price functions not only as a medium of exchange but also as a signal of the perceived quality and value of a product. In this study, price perception is measured using the following indicators:

1. Price Range: the extent to which consumers are able to purchase the product in accordance with their purchasing power
2. Price Adjustment with Product Quality: the degree to which consumers perceive the price as consistent with the expected product quality
3. Price Competitiveness: consumer perception of whether the price is competitive compared to similar products in the same market segment
4. Price Fit with Benefits: the perceived fairness of the price in relation to the benefits received, which can influence consumer satisfaction and loyalty

##### b. Product Quality ( $X_2$ )

Product quality reflects the extent to which a product fulfills its intended functions, encompassing aspects such as durability, reliability, precision, ease of operation, ease of maintenance, and other features that enhance consumer value (Kotler & Keller, 2016). Within the context of Lamongan ikat weaving, product quality is characterized by the neatness of the weaving, the strength of the fabric, the harmony of color combinations, and the authenticity of the motifs. The indicators of product quality applied in this study include:

1. **Features:** added value to the product, such as regional motifs that have symbolic meaning, unique color combinations, originality of motifs, and the use of textured threads or natural dyes
2. **Reliability:** consistency of the quality of the weaves, e.g. the strength of the yarn that does not break easily, as well as the shape resistance and neatness of the weave even when washed or used repeatedly
3. **Durability:** the resistance of the fabric to long-term wear, including the resistance of color, thread fibers, and woven structure to washing and exposure to sunlight
4. **Ease of Repair:** ease of maintenance or handling of products, such as washing and ironing, as well as the possibility of repair or modification by a local weaver in the event of damage
5. **Aesthetics:** include the beauty of the motif, the harmonization of colors, the texture of the fabric, and the harmony of the pattern, which play an important role because woven fabrics are not only functional but also a symbol of lifestyle and social status
6. **Quality Perception:** consumer assessment of Lamongan's ikat weaving reputation, including previous buyer testimonials and positive image formed through branding and promotion

**c. Promotion (X<sub>3</sub>)**

Promotion Indicators are as follows:

1. **Frequency of promotions:** how often consumers receive promotional information
2. **Promotional message clarity:** how easily consumers understand the content of the message
3. **Promotional appeal:** the ability of messages to capture consumers' attention and interest
4. **Suitability of promotional media:** relevance of the media used to the habits of the target consumer
5. **Advantages of the information conveyed:** the extent to which the promotion provides useful information and distinguishes the product from competitors

**d. Purchase intention (Y)**

Purchase intention refers to the consumer's inclination or willingness to buy a product or service, which emerges as a response to perceived value, anticipated benefits, and prior consumption experiences. In this study, purchase intention is assessed using the following four indicators:

1. Transactional Interest: a consumer's real drive to make a purchase, which arises after understanding the value and benefits of the product
2. Referential Interest: Consumers' willingness to endorse the product to other people due to satisfaction and trust in their quality, thus encouraging the dissemination of positive information in the social environment
3. Preferential Interest: the tendency of consumers to choose a product over other alternatives due to its suitability with needs, tastes, or positive experiences that have been felt beforehand
4. Exploratory Interest: the consumer's desire to seek additional information about the product, such as its advantages, ingredients, price, or testimonials, before making a purchase decision

### **Research Location**

This study was conducted in Parengan Village, Maduran District, Lamongan Regency, East Java.

### **Population and Sample**

The population in this study is all consumers who have purchased or have experience interacting with Lamongan ikat weaving products that are marketed in modern markets such as shopping centers, fashion boutiques, and *e-commerce platforms*, modern markets in question include shopping centers such as Lamongan Plaza and Lamongan Mall, and local fashion boutiques that sell Lamongan ethnic products such as Paradila Show Room, Toko Bintang Mas, and e-commerce platforms such as Shopee, Instagram and official social media accounts of Lamongan weaving artisans.

The sampling technique applied is *Cluster Random Sampling*, where the population is divided into several clusters, then the selected clusters are randomly selected to be used as research samples. This method is used to make it easier to determine samples in populations spread across certain regions (Sumargo, 2020). In its implementation, the population is divided into three clusters based on the type of distribution channel, namely: (1) shopping center cluster (offline), (2) local fashion boutique cluster, and (3) e-commerce platform cluster (online). Furthermore, from each of these clusters, a proportional and random sample selection was carried out to obtain representative respondents from each distribution channel. This approach was chosen to accommodate the diversity of consumer behaviors in accessing and interacting with Lamongan ikat weaving products. Since the total population in this study is not known,

the sample size is determined using the Cochran formula for unknown populations, as presented below:

$$n = \frac{z^2 pq}{e^2}$$

Information:

n : Number of samples required

z : Confidence level 5% = 1,96

e : Sampling error (10%)

p : True Chance (0,5)

q : Wrong Chance (0,5)

By using the formula above, the following calculation is obtained:

$$n = \frac{z^2 pq}{e^2}$$
$$n = \frac{(1,96)^2 (0,5)(0,5)}{(0,10)^2}$$
$$n = 96.04 = 96$$

From the results of the formula calculation, the number of samples was obtained which was rounded to 100 respondents.

### **Data Source**

In this study, data collection involved primary data obtained firsthand from respondents through structured questionnaires designed specifically for this research. Secondary data was compiled from existing sources including literature, scientific publications, articles, and online materials pertinent to the topic of Lamongan ikat weaving.

### **Data Collection Techniques**

This study employed two primary data collection methods. The first involved distributing questionnaires containing a series of questions or statements to respondents, who were visitors or purchasers of Lamongan ikat woven fabrics in modern retail settings. The questionnaire was administered electronically via Google Forms and utilized a five-point Likert scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree) to measure perceptions related to price, product quality, promotion, and purchase intention. The second method was a literature review, which entailed examining various sources such as books, academic articles, and relevant journals to provide theoretical foundation and support the analysis in this study.

### **Data Analysis Techniques**

Data analysis in this investigation was conducted through a series of steps, beginning with the evaluation of the research instruments for validity and reliability, followed by classical assumption tests to meet linear regression criteria, then employing multiple linear regression to examine both overall and partial variable influences, and concluding with hypothesis testing to verify the causal hypotheses.

### **Test Instruments**

This study's data analysis began with instrument testing of the questionnaire, including validity and reliability assessments. Validity was determined through Pearson Product Moment correlation, where items with r-values greater than the table value at a 0.05 significance level were considered valid, while those below were invalid. Subsequently, reliability testing employed Cronbach's Alpha coefficient. As stated by Sugiyono (2017), a Cronbach's Alpha value of 0.6 or above signifies a reliable instrument, whereas lower values indicate unreliability. The entire testing procedure was performed with the help of SPSS.

### **Multiple Linear Regression Test**

This study utilizes multiple linear regression as the primary analytical tool to process the collected data. The goal of this method is to determine the nature and intensity of the association between independent variables and the dependent variable, to establish if the effects of the independent variables on the dependent variable are positive or negative. The regression model employed is formulated as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Information:

Y : Consumer Purchase intention Variables

$\alpha$  : constanta

$\beta_1$  : Price variable regression coefficient

$X_1$  : Price variables

$\beta_2$  : Regression Coefficient of Product Quality Variable

$X_2$  : Product Quality Variables

$B_3$  : Regression Coefficient of Promotion Variable

$X_3$  : Promotion variables

e : Error Rate

### **Classic Assumption Test**

#### **a. Normality Test**

Normality testing is conducted to verify whether the regression model and its residuals or errors adhere to a normal distribution. The presence of normally distributed residuals indicates that the regression model is appropriate for use. In this research, the Normal Probability Plot method was employed to test normality, particularly because the sample size exceeded 30 respondents. To support the analysis, a Kolmogorov-Smirnov test was also utilized. The determination was made by contrasting the Asymp. Sig. (2-tailed) value with the significance level of 0.05

#### **b. Multicollinearity Test**

The purpose of the multicollinearity test is to determine whether correlations exist among the independent variables in a regression model. An ideal regression model should be free from multicollinearity, meaning that the predictor variables do not have strong intercorrelations. This test is performed by examining the Tolerance and Variance Inflation Factor (VIF) values, where VIF is the reciprocal of Tolerance ( $VIF = 1/Tolerance$ ). The model is considered free from multicollinearity if Tolerance values are above 0.10 and VIF values are below 10. Conversely, Tolerance values of 0.10 or less, or VIF values of 10 or greater, indicate potential multicollinearity issues.

#### **c. Heteroscedasticity Test**

The purpose of the heteroscedasticity test is to examine whether the residual variance in the regression model remains constant across different observations. When residual variance is stable, this condition is termed homoscedasticity; if it varies, it is referred to as heteroscedasticity. An ideal regression model should not exhibit heteroscedasticity. Signs of heteroscedasticity may be identified if the plotted points form distinct patterns, such as symmetry, regularity, or spreading and narrowing shapes. On the other hand, if the points appear randomly scattered and evenly dispersed above and below the zero line on the Y-axis, it suggests that heteroscedasticity is not present. In this research, heteroscedasticity was tested using scatterplot visualization.

### **Hypothesis Test**

In the context of quantitative research, hypothesis testing aims to identify whether the independent variables exert an influence on the dependent variable based on empirical observations. This procedure typically involves two forms of statistical testing: partial testing through the t-test and simultaneous testing through the F-test. The t-test assesses the individual



contribution of each independent variable to the dependent variable, with significance determined when the p-value is below 0.05. Conversely, the F-test examines the collective effect of all independent variables on the dependent variable, using the same 0.05 threshold to determine the overall significance of the regression model. Furthermore, the coefficient of determination ( $R^2$ ) indicates the proportion of variance in the dependent variable that can be explained by the independent variables. Values range from 0 to 1, where an  $R^2$  approaching 1 reflects a model with strong explanatory power, while a lower value implies that a substantial portion of the dependent variable's variation is not accounted for by the model.

#### 4. RESULTS AND DISCUSSION

##### Respondent Characteristics

The following are the results of the respondents' characteristics obtained after conducting the research:

**Table 1. Respondent Characteristics**

Characteristics	Description	Sum	Presentation %
Gender	Man	56	56%
	Woman	44	44%
Age	> 17 years	0	0%
	20-30 years	19	19%
	30-40 years	44	44%
	> 30 years	37	37%
View Promotions	Showroom tenun ikat	50	50%
	Batik Gallery / Boutique Gallery	21	21%
	Billboards	20	20%
	Social Media	9	9%
View Reviews	Showroom	33	33%
	Batik Gallery / Boutique Gallery	42	42%
	Social Media	25	25%

Source: Data processed by researchers (2025)

The characteristics of the respondents in this study reflect demographic diversity and preferences in receiving information related to Lamongan ikat woven fabrics. Based on gender, the majority of respondents were male with 56 respondents (56%), while women amounted to 44 respondents (44%). This shows that interest in ikat weaving products is not only limited to women, but also quite high among men. In terms of age, this data shows that the dominance of the productive and mature age is more interested in ikat woven fabrics, this is due to economic factors and interest in the cultural or aesthetic value of the product. Regarding promotional media, the majority of respondents saw the promotion of ikat woven fabrics through the ikat

weaving showroom as many as 50 respondents (50%). This indicates that in-person promotion at a physical location has more impact than digital promotion, which is still low. As for the aspect of review media, the distribution looks more balanced. As many as 42% of respondents accessed reviews through batik galleries/boutique galleries, followed by ikat weaving showrooms (33%), and social media (25%). This fact shows that trust in reviews or information from the place of direct purchase is the main reference in considering product purchases. Overall, this data shows that respondents' preferences for promotions and reviews are still higher on the conventional (physical) approach. These findings are important in formulating more effective marketing strategies to increase consumer attractiveness and purchasing decisions for Lamongan ikat woven fabrics.

### **Test Instruments**

In this research, the questionnaire instrument was tested for validity using the Product Moment Correlation method. An item is considered valid if the calculated r-value exceeds the r-table at a 0.05 significance level. Referring to Table 2, all statement items for each variable indicator produced r-values greater than the r-table value of 0.195. Consequently, all items were deemed valid and appropriate for further analysis.

The reliability assessment was performed using Cronbach's Alpha coefficient to evaluate the internal consistency of the instrument, with 0.6 set as the minimum threshold for reliability. The results indicated that all variables achieved Cronbach's Alpha values higher than 0.6, confirming that the research instruments were reliable for data collection.

### **Multiple Linear Regression Test**

The multiple linear regression model derived from the findings of this research can be expressed as follows:

$$Y = 1.292 + 0,052 X_1 + 0,331 X_2 - 0,054 X_3 + e$$

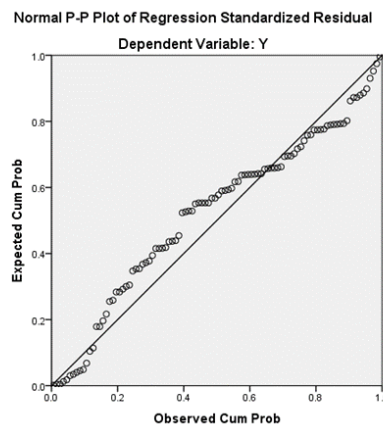
The regression equation is explained, namely:

1. The constant coefficient ( $\alpha$ ) is 1.292, which implies that when the variables of price ( $X_1$ ), product quality ( $X_2$ ), and promotion ( $X_3$ ) are held at zero, the baseline purchase intention ( $Y$ ) for Lamongan woven ikat fabric is 1.292
2. The regression coefficient for price ( $X_1$ ) is 0.052, indicating that a one-unit increase in price is associated with a 0.052-unit rise in purchase intention ( $Y$ ) for Lamongan woven ikat fabric, assuming all other variables remain constant

3. The regression coefficient for product quality (X2) is 0.331, suggesting that product quality exerts the strongest positive effect on purchase intention (Y). Specifically, each one-unit increase in product quality results in a 0.331-unit increase in the intention to purchase Lamongan woven ikat fabric
4. The regression coefficient for promotion (X3) is  $-0.054$ , which reveals that a one-unit increase in promotional activity is unexpectedly associated with a 0.054-unit decrease in purchase intention (Y) for Lamongan woven ikat fabric

### Normality Test

The normality assessment in this study was conducted using both the Probability Plot and the Kolmogorov-Smirnov test. As illustrated in Figure 3, the data points align closely with the diagonal line, indicating that the distribution of the data approximates normality. To further validate this result, the Kolmogorov-Smirnov test was applied, yielding a significance value of 0.063. Since this value exceeds the 0.05 threshold, it can be inferred that the data for all variables in this study are normally distributed.



**Figure 3. Probability Plot**

**Source: Data processed by researchers (2025)**

### Multicollinearity Test

Referring to Table 5, the tolerance values for Price (X1), Product Quality (X2), and Promotion (X3) are 0.544, 0.916, and 0.520, respectively, all of which exceed the 0.10 threshold. Meanwhile, the corresponding Variance Inflation Factor (VIF) values of 1.837, 1.091, and 1.924 are all below the critical value of 10. These results indicate that the regression model does not exhibit any multicollinearity issues among the independent variables.

**Table 5. Uji Multikolonieritas**

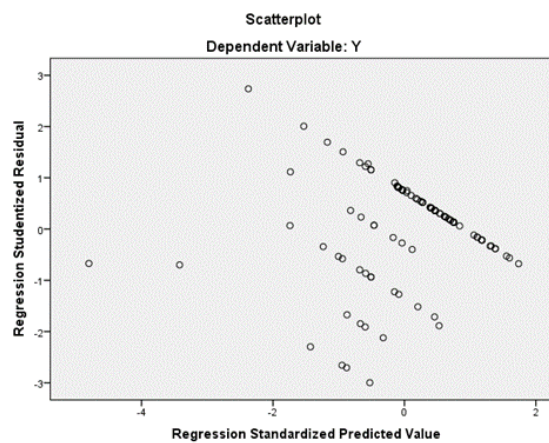
		<b>Coefficients<sup>a</sup></b>	
		Collinearity Statistics	
Model		Tolerance	VIF
1	X1	.544	1.837
	X2	.916	1.091
	X3	.520	1.924

a. Dependent Variable: Y

**Source: Data processed by researchers (2025)**

### Heteroscedasticity Test

The heteroscedasticity test in this study was conducted using a scatterplot, as illustrated in the following figure:



**Figure 4. Scatterplot**

**Source: Data processed by researchers (2025)**

The scatterplot results of the heteroscedasticity test demonstrate the absence of a discernible pattern, with the data points dispersed randomly both above and below the zero line on the Y-axis. This indicates that heteroscedasticity is not present in the regression model.

### T test

**Table 6. Partial t-test results**

		<b>Coefficients<sup>a</sup></b>			
		Unstandardized Coefficients		Standardized Coefficients	
Model		B	Std. Error	Beta	t
1	(Constant)	1.292	2.578		.501
	X1	.052	.041	.134	1.252
	X2	.331	.042	.650	7.847
	X3	-.054	.048	-.125	-1.140

a. Dependent Variable: Y

Source: Data processed by researchers (2025)

A significance value (Sig.) below 0.05 indicates a statistically significant effect, whereas a value above 0.05 suggests no significant relationship between the independent and dependent variables. The partial t-test in this study was conducted to evaluate the individual impact of each independent variable on the dependent variable. As shown in Table 6, the Price variable (X<sub>1</sub>) produces a Sig. value of 0.214 (>0.05) with a t-statistic of 1.252, indicating no significant influence on Purchase Intention (Y). In contrast, the Product Quality variable (X<sub>2</sub>) yields a Sig. value of 0.000 (<0.05) with a t-statistic of 7.847, confirming a significant positive effect on Purchase Intention (Y). Meanwhile, the Promotion variable (X<sub>3</sub>) has a Sig. value of 0.257 (>0.05) and a t-statistic of -1.140, signifying that it does not significantly affect Purchase Intention (Y).

Furthermore, to determine the magnitude of each variable's partial contribution, the partial determination coefficient ( $r^2$ ) was calculated using the formula  $r^2 \text{ partial} = t^2 / (t^2 + df)$ , with a degree of freedom (df) of 96. The resulting partial  $r^2$  values illustrate the relative strength of each independent variable in explaining variations in Purchase Intention:

1. Price (X<sub>1</sub>):  $r^2 = 1,252^2 / (1,252^2 + 96) \approx 0,016$  (1,6%)
2. Product Quality (X<sub>2</sub>):  $r^2 = 7,847^2 / (7,847^2 + 96) \approx 0,391$  (39,1%)
3. Promotion (X<sub>3</sub>):  $r^2 = 1,140^2 / (1,140^2 + 96) \approx 0,013$  (1,3%)

These results show that partially Product Quality contributes the greatest influence to Purchase intention, which is around 39.1%, while Price and Promotion only contribute 1.6% and 1.3% respectively. Thus, the product quality factor is the main determinant in encouraging consumer interest in buying Lamongan ikat weaving products in the modern market.

## Uji F

**Table 7. Simultaneous F Test Results**

		ANOVA <sup>a</sup>				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	59.845	3	19.948	21.104	.000 <sup>b</sup>
	Residual	90.745	96	.945		
	Total	150.590	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

Source: Data processed by researchers (2025)

A regression model is deemed to exhibit a good fit when its significance value falls below the 0.05 threshold. In this research, the model produced a significance level of 0.000 ( $< 0.05$ ), confirming that the independent variables Price, Product Quality, and Promotion collectively influence the dependent variable, Purchase Intention. The simultaneous effect of these predictors was assessed through an F-test, which evaluates whether all independent variables jointly contribute to variations in the dependent variable. The ANOVA results indicate an F-value of 21.104 with a significance value of 0.000. Since this p-value is well below 0.05, the regression model is statistically significant. This outcome verifies that Price ( $X_1$ ), Product Quality ( $X_2$ ), and Promotion ( $X_3$ ) jointly exert a meaningful impact on Purchase Intention (Y) for Lamongan ikat woven fabric, demonstrating that the model is appropriate for explaining the dependent variable based on the combined effects of the three independent variables.

**Table 8. Results of the Simultaneous Determination Coefficient Test**

Model Summary				
Model	R	R Square	Adjusted Square	Std. Error of the Estimate
1	.630 <sup>a</sup>	.397	.379	.972

a. Predictors: (Constant), X3, X2, X1

Source: Data processed by researchers (2025)

It is known that the Adjusted R Square value is 0.379, so it is concluded that the contribution of the influence of independent variables (Price, Product Quality, and Promotion) on dependent variables (Purchase intention) simultaneously (together) is 37.9%.

## 5. CONCLUSION

The findings from the multiple linear regression analysis demonstrate that Price, Product Quality, and Promotion collectively have a significant impact on consumer purchase intention for Lamongan ikat weaving products in modern market settings, as indicated by the F-test with a significance value of 0.000 ( $p < 0.05$ ). However, the partial regression results show that only Product Quality has a statistically significant influence on purchase intention, with a regression coefficient of 0.331 and a p-value of 0.000. Meanwhile, Price and Promotion do not exhibit significant effects, with respective significance values of 0.214 and 0.257. These results suggest that consumer purchase intentions are primarily shaped by their perception of product quality, whereas pricing strategies and promotional activities alone are not sufficient to stimulate individual purchase decisions.

## 6. SUGGESTION

### 1. Product Quality Improvement

Lamongan ikat weaving business actors are advised to continue to improve product quality, both in terms of aesthetics, durability, and uniqueness of motifs, because this factor has proven to be the most influential on consumer purchase intention. Design innovation and production quality control are top priorities to maintain and expand the market.

### 2. Evaluation of Promotion Strategies

Given that promotion does not have a significant impact partially, a thorough evaluation of the marketing communication strategy used is required. Business actors should adopt a promotional approach that is more adaptive to the characteristics of modern market consumers, such as the use of digital media, *local cultural storytelling*, *endorsements*, and collaboration with *e-commerce platforms*.

### 3. Competitive Price Adjustments

Although price does not have a significant effect partially, it is still a factor for consumer consideration. Therefore, pricing strategies should consider consumer perception of value and market competitiveness, without sacrificing product quality. The implementation of seasonal discounts, bundling packages, or customer loyalty schemes can be an alternative to increase price attractiveness.

### 4. Community Empowerment and Cultural Branding

To strengthen the position of Lamongan ikat weaving in the modern market, it is necessary to strengthen its image as a high-value cultural product. Collaboration with creative

communities, cultural figures, and educational institutions can increase consumer awareness of the symbolic value of products. Branding based on local culture is also a long-term strategy to build consumer loyalty.

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