

The Impact of Online Customer Reviews and Customer Perception on Purchase Intent for Emina Products on Tokopedia Marketplace

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Abstrak

Penelitian ini menyelidiki pengaruh ulasan pelanggan online dan persepsi pelanggan terhadap niat beli produk Emina di marketplace Tokopedia. Dengan menggunakan analisis kuantitatif, penelitian ini meneliti efek langsung dan tidak langsung dari variabel-variabel ini. Hasil penelitian menunjukkan bahwa ulasan pelanggan online memiliki dampak positif namun secara statistik tidak signifikan terhadap niat beli. Sebaliknya, persepsi pelanggan menunjukkan pengaruh positif yang signifikan terhadap niat beli. Ketika mempertimbangkan ulasan pelanggan online dan persepsi pelanggan secara bersamaan, efek gabungan keduanya terhadap niat beli ditemukan signifikan. Temuan ini menekankan sifat multifaset dari perilaku konsumen di pasar digital. Rekomendasi praktis termasuk berfokus pada peningkatan persepsi pelanggan melalui upaya pemasaran strategis, dan mengakui dampak kumulatif dari kedua variabel tersebut.

Kata Kunci: *Ulasan Pelanggan Online, Persepsi Pelanggan, Niat Beli, Marketplace Tokopedia*

Abstract

This study investigates the influence of online customer reviews and customer perception on purchase intent for Emina products within the Tokopedia marketplace. Employing quantitative analysis, the study examined the direct and indirect effects of these variables. Results revealed that online customer reviews had a positive yet statistically insignificant impact on purchase intent. In contrast, customer perception demonstrated a significant positive influence on purchase intent. When considering both online customer reviews and customer perception together, their combined effect on purchase intent was found to be significant. These findings emphasize the multifaceted nature of consumer behavior in the digital marketplace. Practical recommendations include focusing on enhancing customer perception through strategic marketing efforts, and acknowledging the cumulative impact of both variables.

Keywords: *Online Customer Reviews, Customer Perception, Purchase Intent, Tokopedia Marketplace*

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INTRODUCTION

The "Streaming Content Rating" survey shows an increase in internet usage in Indonesia every year; it increased from 55.1% in 2019 to 76.7% in 2022 (katadata.co.id, 2022). This increase shows that the internet has become the lifestyle of the general public, and almost all activities of society can be done through the internet. Online shopping is part of e-commerce, and without realizing it, it has changed the behavior and lifestyle of its customers. A survey by data.co.id (2022) shows that 88.1% of Indonesian internet users use e-commerce services to purchase certain goods. The e-commerce market makes various types of markets available to all, as shown by Tsurvei.id survey (2022), Tokopedia takes the first place with 76% acquisition and 158.3 million monthly visits. Tokopedia is a vast marketplace with a variety of goods, such as clothing, electronics, food, health, and beauty.

President of Indonesian Cosmetics Company (PERKOSMI), Sancoyo Antarikso, stated that the high awareness of skincare among Indonesian women has caused Indonesia's beauty industry to grow rapidly. All women agree that taking care of their skin is important. According to "Indonesian Beauty and Diet Lifestyle Reveal", a recent survey organized by Populix, 7 out of 10 Indonesian women buy makeup every month, and 54 out of 500 women surveyed prefer to use local brands. Cosmetic brands in Indonesia have increased in product creation with various advantages that companies have to attract consumers. Emina is one of the domestic cosmetic brands created by PT Paragon Technology & Innovation 2015. Companies engaged in cosmetics have received CPKB certification from BPOM.

Beauty is fun is the motto of the cosmetics brand Emina, which designs its products with a bright and simple concept. After that, Emina became one of the favorite local brands of Indonesian women. Emina became the brand that won the Guardian Top Star 2019 Award, according to an online survey. It also won many awards at various events, such as Women's Health Indonesia Choice, Cleo Beauty Hall Of Fame 2016, and Female Daily Best Of Beauty Awards. In addition, Emina managed to sell 8,354,326 products over four years, which is attached to the Emina Cosmetics Instagram account. With total sales of 3.27 million units in 2020, Emina came in fourth (digimind.id, 2020). In 2021, Emina became the second best-selling local lippie brand on Tokopedia with 11.4%. In 2022, this local cosmetic brand entered the ranks of the top 10 local cosmetic brands in Indonesia.

Table 1. Top Brand Cosmetics

No	Local Cosmetic Brands	Percentage
1	Wardah	48%
2	Emina	40%
3	Makeover	22%
4	Somethinc	19%
5	Purbasari	15%
6	Y.O.U	14%
7	Dear me beauty	11%
8	Sariayu	11%
9	Luxcrime	10%

10	Mustika ratu	10%
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Sumber: databoks.katadata.co.id (2022)

The resulting table shows that Emina is in second place as the most favorite local cosmetic brand in Indonesia. With the first top brand position by Wardah. Emina is a local cosmetic brand with a design aimed at teenagers from 10-24 years old. Emina releases many kinds of beauty products such as skincare and cosmetics. Beauty products used by Indonesian women vary. Below can be seen the percentage of cosmetics that are most commonly used in Indonesia 2021.

Table 2. Product Type

No	Local Cosmetic Brands
1	Lip Products
2	Face Products
3	Eye Products
4	Eyebrow and Eyelash Products

Sumber: good stats. id, 2021

Based on a survey obtained by ZAP Beauty in 2019, Before buying a product, consumers consider product reviews to find the information they need from reviews of consumers who have tried the product. Below are the survey results on what to consider before buying a product.

Table 3. Product review

No	Local Cosmetic Brands	Percentage
1	Product Safety (Bpom, etc.)	63.8%
2	Product Review	70.9%
3	Affordable Price	57.7%
4	Product Label (Halal Cruelty Free, Paraben Free, etc.)	51.2%
5	Brand Reputation	32.2%

Sumber; ZAP Beauty Index, 2020

A survey conducted by ZAP beauty shows that before buying a product, consumers consider many things, for example product reviews where this comes from consumer reviews that have made purchases on the product. According to Moe and Trusov (Elwalda and Lu, 2016), positive and negative online customer reviews influence sales and purchasing decisions in the beauty industry. According to statistics from the Ministry of Industry and Information Technology, the country's beauty industry in 2018 quadrupled compared to the national economy in 2017 and grew by 20%. The beauty industry cares deeply about online customer reviews. Beauty products are a category of products that are judged based on personal experience. Another review search phenomenon can be seen from reviews on social media such as Youtube, Tiktok, Instagram and other platforms. Online customer review (OCR) It can include customer comments about a product or business (seller) on the internet positive or negative, as well as descriptive features such as advantages and disadvantages. This is the type of content accessed by internet users who have a large reach and speed of information exchange (Mo et al., 2015). not enough products (Lackermair et al., 2013). There is evidence that feedback from customers who have

used the product and provided information about the product is one of the best judgments that potential customers can make about the product (LIU, 2006).

According to data from katadata.co.id, many shoppers use social media as a reference to get information before buying goods, especially in 2020. In August 2020, the number of consumers who spent time accessing social media increased by 70%. Furthermore, in September 2020, 81% of customers in the Indonesian and Malaysian beauty industry interacted with their favorite brands through YouTube video views. A study conducted by Setyan and Azhar (2020) found that reviews on the internet have a significant influence on interest in buying something. In addition, a study conducted by Febtiant (2022) found that customer reviews on the internet have a significant influence on customer decisions to buy something. Modern consumers, especially the younger generation, spend money in the hope of buying high-quality goods or services (Islam et al., 2014). As a result, today's customers pay more attention to their money. They tend not to buy things if they feel the price is not worth it. According to Kannaiah's research (2015), some of the factors that influence consumer online shopping include information about products, online payments, convenience of doing business, consumer attitudes towards online stores, and ease and flexibility of shopping. These factors are psychological components of the customer, which means that each customer may have a unique perspective on this issue.

Interest is one of the psychological components that greatly influences a person's attitude and behavior, according to Schiffman and Kanuk (Hidayati, Suharyono, & Fanani, 2013). Purchase interest can also be defined as a plan to buy something within a certain period of time or an excited attitude towards something that forces someone to try to get it by paying or making other sacrifices. The main advantage of Emina is that the ingredients in this product are very light in composition, so they do not cause anxiety for teenage and elderly users. Apart from the ingredients, Emina's product variety is also quite perfect and the product design is very simple and elegant. Considering customer reviews and customer perceptions, it is better for Emina's product launch process to generate interest in buying Emina products.

Based on small studies conducted among the public, students and other Tokopedia users, we can see that those who can use emina products are those aged 15-50 years, both lipstick products, sunscreen, eyeshadow and many other emina products that have great benefits for the beauty and freshness of the face or the whole body. Unfortunately, sales of emina products are still relatively very minimal due to the many other brand competitors that are also rich in benefits. Since then the researcher will try the best possible way to increase sales by increasing ad reviews and better marketing. One of the new cosmetics brands in 2015 is Emina. Emina's products are aimed at teenagers, but with declining sales and revenue, it can be concluded that Emina Cosmetics has a problem. Consumers will compare the products they will buy with other products, seeing what is better and better. Researchers conducted research at the Tokopedia Marketplace to find out the sales problems of Emina Cosmetics. Tokopedia conducted this research because Tokopedia currently provides a variety of definite goods and conducts massive discounts of up to 90% flash sale up to 200,000 cashback, especially for Emina stores in the marketplace.

Based on this phenomenon, Emina products do not reach the sales of existing products. This is evidenced by the position of the Emina brand which has not yet reached the position of other local brands. So Emina still has to take risks with online

reviews. Where a positive assessment of customer opinions can increase product sales. Due to the problems as described above, the author's research is entitled "The Effect of Online Customer Reviews and Customer Perceptions on Buying Interest in Emina Products in the "Tokopedia Marketplace".

METHODOLOGY

This research was conducted in Mamuju Regency with the research period lasting for 2 months from June to August 2023. This research adopts a quantitative approach, which aims to develop and apply mathematical models, theories, and hypotheses related to the phenomenon under study. This research uses a quantitative approach because of its numerical nature, with a focus on measurement and data collection through questionnaires. The main focus of this research is to explore the effect of online reviews from customers and customer perceptions on buying interest in Emina products on the Tokopedia marketplace in Mamuju Regency. The data sources used include primary and secondary data. Primary data is obtained directly from original sources through survey, observation, and questionnaire methods. Meanwhile, secondary data is obtained from records, reports, or historical evidence stored in archives, whether published or not. The population of this study was the population of Mamuju Regency. The number of samples was determined using the Cochran formula, which resulted in 96 respondents as the number of samples to be taken. The random sampling technique was used to randomly select respondents from the population. The data collection methods used included observation, questionnaires, and documentation. Observations were made to collect information directly from the field, while questionnaires were sent to Emina product users in Mamuju Regency. Secondary data was obtained through documentation techniques.

Data analysis was carried out using quantitative descriptive analysis to transform initial data into more understandable information. Data validity was checked with a validity test using a questionnaire. Reliability tests are carried out to measure the extent to which the measurement results are consistent. Multiple linear regression analysis was used to analyze the effect of online customer reviews and customer perception on purchase intention of Emina products. The coefficient of determination (R^2) is used to measure how well the model can explain changes in the dependent variable. The two-sample t-test is used to test the difference in sample means from two random populations. The operational definition of variables is used to clarify concepts in the study, such as online customer review, customer perception, and purchase intention. For example, online customer reviews refer to the intensity, opinion valence, and content of customer reviews.

Thus, this study aims to reveal the effect of online customer reviews and customer perceptions on buying interest in Emina products on Tokopedia, Mamuju Regency, using quantitative methods and various data analysis techniques that have been described.

RESULTS AND DISCUSSION

In this study, multiple regression analysis was employed to predict the value of the dependent variable by considering the independent variables. The details of this analysis can be observed in Table 1.

Table 4. Hypothesis Testing Result

Variable	Beta	T Value	Significant
Constant	8.080	2.104	.038
Personal Selling	.281	1.644	.104
Customer Perception	.563	6.411	.000
F Square		26.713	.000

The results presented above revolve around the variable of personal selling, with a significance level of 5% (0.05). The comparison between the calculated t-value (t_u) and the tabulated t-value (t') is elaborated upon in the table. In this instance, the calculated t-value is 1.661, and the tabulated t-value is 1.644. Given that the calculated t-value (1.661) exceeds the tabulated t-value (1.644), resulting in a probability of 0.05, it can be concluded that the independent variable X1 (customer perception) does not have a significant influence on the dependent variable Y (purchase intention). Consequently, based on this comparison, the hypothesis pertaining to the independent variable customer perception (X1) is rejected. The analysis indicates that, at a significance level of 5%, the influence of customer perception (X1) on purchase intention (Y) is not statistically significant. This suggests that in the context of the studied population and timeframe, customer perceptions of Emina products in the Tokopedia marketplace in Kabupaten Mamuju do not have a substantial impact on their inclination to make purchases. These findings are essential for Emina and other businesses operating in the online marketplace, as they emphasize the need to focus on other factors beyond customer perception to enhance purchase intent. While this study sheds light on the relationship between customer perception and purchase intention, several limitations should be acknowledged. Firstly, the study is confined to a specific geographical region and a particular timeframe, potentially limiting the generalizability of the findings. Moreover, the study solely examines customer perception as a determinant of purchase intention, excluding other variables that might also contribute. Future research could expand the scope by including a broader range of variables and exploring different marketplaces or demographic segments. Additionally, incorporating qualitative methods could offer deeper insights into the nuances of customer perceptions and their role in shaping purchase decisions.

The research findings demonstrate a significant and positive influence between customer perception and their intent to purchase Emina products on the Tokopedia online platform. The results indicate a calculated t-value (Thitung) of 6.411, a tabulated t-value (Ttabel) of 1.611, and a significance level of 0.000, which is less than 0.05. This suggests the rejection of the null hypothesis (H_0) and the acceptance of the alternative hypothesis (H_a). In other words, the statistical analysis reveals that there is indeed a significant and positive relationship between customer perception and their purchase intent. The calculated t-value exceeding the tabulated t-value indicates that the observed effect is significant beyond chance variation. The low p-value (0.000) further supports this conclusion, implying that the observed relationship between customer perception and purchase intent is highly unlikely to be due to random chance. The significance level of 0.000 is substantially smaller than the conventional threshold of 0.05, reinforcing the strong evidence of a significant effect. The research findings have

notable implications for both businesses and researchers. The positive and significant influence of customer perception on purchase intent suggests that customer perceptions play a pivotal role in shaping consumer behavior within the context of online shopping on Tokopedia. This insight highlights the importance of effective marketing strategies, branding, and communication efforts to enhance customer perceptions and subsequently stimulate purchase interest. While the findings are valuable, it's essential to consider potential limitations. The research might be limited by factors such as sample size, geographical context, and temporal constraints. Additionally, while the results show a significant relationship, the strength of this relationship might be explored further. Future research could delve into the extent of this influence, exploring potential mediating or moderating variables that might enhance or mitigate the observed effect.

The conducted research on the impact of customer reviews, customer perception, and customer relationship marketing on customers' willingness to purchase manufactured products on the Tokopedia marketplace presents significant findings. The ANOVA (Analysis of Variance) test has been employed, revealing that these factors collectively influence customers' purchase intentions. The ANOVA results are indicated in the table, with an F-value (Fhitung) of 26.713, which surpasses the critical F-value (Ftabel) of 3.095 ($4.026 > 2.758$). Moreover, the obtained significance value of 0.00 is smaller than the significance level of 0.05 ($0.011 < 0.05$). The ANOVA analysis and the comparison between the calculated F-value and the tabulated F-value, along with the significance level, demonstrate a significant impact of the combined factors (customer reviews, customer perception, and customer relationship marketing) on customers' purchase intentions. The F-value exceeding the critical value implies that the variance between the groups is significantly greater than the variance within the groups. The low significance value (p-value) suggests that the observed effect is highly unlikely to be due to random chance. The research's outcomes have important implications for businesses and marketers operating in the digital marketplace. The combined influence of customer reviews, customer perception, and customer relationship marketing on customers' purchase intentions highlights the multifaceted nature of consumer decision-making. It underscores the importance of maintaining a positive online reputation, cultivating favorable customer perceptions, and engaging in effective customer relationship management strategies to foster purchase intent. While the findings are valuable, it's important to acknowledge potential limitations. The research's scope might be confined to specific contexts, and other variables influencing purchase intentions might not have been considered. Moreover, the research design might not capture the entire complexity of consumer behavior. Future research could consider expanding the range of factors under investigation and exploring their interactions in more depth.

CONCLUSION

In this study titled "The Impact of Online Customer Reviews and Customer Perception on Purchase Intent for Emina Products on Tokopedia Marketplace," the objective was to examine the relationship between online customer reviews, customer perception, and purchase intent. The findings have provided valuable insights into the dynamics of consumer behavior within the digital marketplace. The research results indicated that while online customer reviews exhibited a positive influence on

purchase intent, this impact was not statistically significant for Emina products on the Tokopedia platform. On the other hand, customer perception was found to have a significant positive influence on purchase intent. Additionally, when considering both online customer reviews and customer perception simultaneously, the collective impact on purchase intent was found to be significant. These findings underscore the multifaceted nature of consumer decision-making. While online customer reviews contribute positively to purchase intent, they do not exert a substantial impact on their own. In contrast, customer perception holds greater sway in shaping consumers' intentions to purchase Emina products. In light of these insights, practical recommendations can be drawn for businesses. Companies like Emina should focus on enhancing customer perception through strategic marketing efforts. Building a positive brand image, maintaining product quality, and fostering positive customer experiences can amplify the influence of customer perception on purchase intent. Moreover, businesses should not overlook the potential cumulative effect of both online customer reviews and customer perception. A comprehensive approach that nurtures both aspects can lead to a stronger and more positive impact on consumer behavior. From a theoretical perspective, this study adds to the body of knowledge in Marketing Management. It highlights the nuanced relationship between online customer reviews, customer perception, and purchase intent, emphasizing the need for a holistic understanding of these interconnected factors. Further research can explore additional variables and contexts to provide a more comprehensive understanding of the complex dynamics at play. In conclusion, this study provides valuable insights for businesses aiming to optimize their strategies for enhancing purchase intent in the digital marketplace. The relationship between online customer reviews, customer perception, and purchase intent is not only intricate but also essential for effective marketing strategies. By leveraging these insights, companies can better tailor their approaches to meet consumer preferences and drive successful outcomes in the competitive landscape of online commerce.

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