

## **The Influence of Quality Perception and Lifestyle on the Intention to Purchase Buttonscarves Hijabs**

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### **Abstract**

The hijab industry in Indonesia has experienced rapid growth along with the increasing number of Muslim women wearing hijab and the expansion of the modest fashion trend. This condition intensifies competition among hijab brands, encouraging companies to understand the factors influencing consumers' purchase intentions. This study aims to analyze the effect of Quality perception and lifestyle on purchase intention toward Buttonscarves hijab. This research employs a quantitative approach using a purposive sampling technique. Primary data were collected through an online questionnaire distributed to 100 respondents who have purchased or used Buttonscarves hijab. Data analysis was conducted using Partial Least Squares (PLS) with the assistance of SmartPLS software. The results indicate that Quality perception has a positive and significant effect on purchase intention, while lifestyle does not have a significant effect on purchase intention. These findings suggest that product quality is the primary factor influencing consumers' intention to purchase premium hijab products. This study provides managerial implications for hijab brands to consistently maintain and improve product quality to enhance consumers' purchase intentions.

**Keywords:** lifestyle, purchase intention, quality perception

## Introduction

The hijab is an important element in Muslim women's clothing, serving not only as a religious obligation but also as a representation of identity and modern lifestyle. In recent years, Indonesia has become one of the largest modest fashion markets in the world, as reported in the Global Islamic Economy Report by Dinar Standard (2023). The rapid growth of the modest fashion industry, estimated at approximately 18% annually, reflects increasing consumer demand and intensifying competition among hijab brands in Indonesia. As competition becomes more dynamic, hijab brands are required to understand the determinants of consumer purchase intentions more comprehensively. Previous studies have widely examined the effect of perceived quality and lifestyle on purchase intention across various product categories such as skincare, food, and general fashion products (Anwar et al., 2022; Cen, 2022; Khohar & Hermanto, 2024). These studies generally conclude that perceived quality has a significant positive influence on purchase intention, while lifestyle often acts as an important psychographic determinant in shaping consumer decisions.

However, several important research gaps remain unexplored. First, most previous research investigates perceived quality and lifestyle either separately or in combination with other variables such as brand image, price perception, or promotion. Limited studies specifically focus on premium hijab brands as the object of analysis. The hijab industry has unique characteristics compared to other fashion segments because it integrates religious values, identity expression, and lifestyle symbolism simultaneously. Therefore, findings from general fashion or beauty product studies cannot be fully generalized in the premium hijab market. Second, prior research frequently demonstrates that lifestyle significantly influences purchase intention in fashion contexts. Nevertheless, empirical evidence in the premium hijab segment, particularly brands with strong exclusivity positioning, is still limited and inconsistent. This creates a theoretical gap regarding whether lifestyle remains a dominant predictor when consumers evaluate premium products, where perceived quality may play a stronger role. Third, research specifically examining Buttonsscarves as a premium hijab brand is still scarce. This brand is a prominent example of success in the Muslim fashion industry, both locally and internationally. Buttonsscarves has established strong brand positioning and a loyal consumer community (BC Squad), but empirical investigation into the determinants of its purchase intention remains limited. Based on these gaps, this study aims to analyze the influence of perceived quality and lifestyle on purchase intention toward Buttonsscarves hijabs.

Previous studies focus on general fashion or multi-variable models; this research specifically examines a premium hijab brand with strong exclusivity positioning. Tests perceived quality and lifestyle simultaneously within a more focused structural model and provide empirical findings showing that perceived quality significantly influences purchase intention, while lifestyle does not have a significant effect in this specific context. These findings differ from several previous studies that found lifestyle to be a significant determinant of purchase intention in fashion products. Thus, this study offers a more nuanced understanding of consumer behavior in the premium modest fashion segment. This study has several advantages, such as providing contextual analysis within the Indonesian premium hijab market, which has unique religious and cultural characteristics, highlighting the dominance of perceived quality over lifestyle in influencing purchase intention for premium modest fashion products, and using Partial Least Squares (PLS-SEM) to test the structural relationships with strong measurement reliability and validity.

This study contributes both theoretically and practically. This research enriches consumer behavior literature by clarifying the role of perceived quality and lifestyle in the premium modest fashion segment. It demonstrates that lifestyle may not always be a dominant predictor of purchase intention when product quality perception becomes the primary evaluative criterion. This finding refines previous assumptions in fashion marketing literature, and for practitioners, particularly premium hijab brands such as Buttonsscarves, this study emphasizes the strategic importance of maintaining superior product quality, material consistency, and craftsmanship. Brand managers should prioritize strengthening quality perception to enhance consumer purchase intention, while

lifestyle positioning can function as a supporting rather than primary strategy. Based on this phenomenon, this study aims to analyze the influence of quality perception and lifestyle on the purchase intention of Buttons scarves hijabs.

## **Theoretical Review**

### **Quality Perception**

Quality perception is consumers' assessment of the overall quality or superiority of a product compared to other alternatives. Quality perception contributes to building brand trust and consumer satisfaction, which in turn influences consumer purchasing decisions (Putra & Yulianthini, 2022). In competitive industries, quality perception is a key indicator in creating a positive brand image, as consumers tend to choose products they perceive as being of better quality (W. Sari et al., 2025). In addition, quality perception also plays a role in shaping consumer loyalty because good quality will increase satisfaction and positive experiences with the brand. Other studies show that the higher the quality perception received by consumers, the greater the chance that consumers will place their trust in the brand (Handayani & Apriel Triariesta Putri, 2023). Previous research shows that quality perception has a significant effect on consumer purchasing decisions. For example, the results of a study found that quality perception has a positive and significant effect on consumer purchase intention for The Originate skincare products in Batam.

### **Lifestyle**

Lifestyle is a pattern of behaviour in which a person spends their time and money, reflecting their interests, opinions, and daily activities as a consumer (Moehadi et al., 2024). Lifestyle is a psychographic factor that can influence consumer preferences for a product. Consumers with a modern lifestyle tend to choose products that are practical, trendy, and considered capable of supporting their activities (Nurmalia et al., 2024). In addition, lifestyle is also closely related to consumption behavior, where consumers with active lifestyles are usually more responsive to products that provide convenience and increase their efficiency (Amaral & Djuang, 2023; D. K. Sari et al., 2024). Other studies show that lifestyle can shape consumers' perceptions of a brand's value and influence their purchasing tendencies (Akuntansi et al., 2023). Other relevant studies: lifestyle and brand image influence purchasing decisions. Other research shows that lifestyle has a strong relationship with consumer interest and purchase intent, especially for products that support self-image (Kurniawan et al., 2024).

### **Purchase Intention**

Purchase intention is a consumer's tendency or desire to purchase a product based on their perceptions, evaluations, and experiences of the brand. This variable is often used as a predictor of actual purchasing behavior because purchase intention represents consumers' willingness to buy products in the future (purchase intention predicts purchase behavior) (Shintya Putri Rohmawati & Liana Mangifera, 2024). Factors that influence purchase intention can come from product quality, promotion, brand image, or previous experiences. Research shows that consumers with positive perceptions of a product will have higher purchase intentions. In addition, trust in the brand is also an important element in increasing purchase intention, especially for beauty and lifestyle products (Mukti, 2024). Research shows that quality perception and brand image have a positive effect on consumer purchase intention for fashion/wearables products (Anwar et al., 2022).

### **Formulation of Hypotheses**

Quality perception is consumers' assessment of the overall quality or superiority of a product compared to other alternatives. Quality perception plays an important role in influencing brand trust, satisfaction, and consumer purchasing decisions (Putra & Yulianthini, 2022). In competitive industries, quality perception is a key indicator in shaping a positive brand image, as

consumers tend to choose products that are considered to be of better quality (W. Sari et al., 2025). In addition, quality perception also plays a role in shaping consumer loyalty, as good quality will increase satisfaction and positive experiences with the brand (Wahyuni et al., 2021). Other studies show that the higher the Quality perception received by consumers, the greater the chance that consumers will place their trust in the brand (Handayani & Apriel Triariesta Putri, 2023). Research shows that quality perception has a significant influence on consumer purchasing decisions (Putriana & Abdurrahman, 2024). These findings are reinforced by Rovina and Saputra (2023), who state that quality perception has a significant effect on consumer purchase intentions. Consumers with high quality perception tend to feel more confident and trusting, thereby increasing their intention to purchase the product.

**H1:** Quality perception has a significant effect on purchase intention

Lifestyle is a pattern of behavior in which a person spends their time and money that reflects their interests, opinions, values, and daily activities (Moehadi et al., 2024). Lifestyle is included in psychographic factors that can influence consumer preferences for a product. Consumers with a modern lifestyle tend to choose products that are practical, trendy, and able to support their activities (Nurmalia et al., 2024). Lifestyle is also closely related to consumption behavior, where consumers with active lifestyles are usually more responsive to products that provide convenience and improve their efficiency (Amaral & Djuang, 2023; D. K. Sari et al., 2024). Other studies show that lifestyle can shape consumers' perceptions of a brand's value and influence their purchasing tendencies (Akuntansi et al., 2023). (Kurniawan et al., 2024) emphasize that lifestyle has a strong relationship with consumer interest and purchase intent, especially for products that support self-image. This finding is in line with (Rovina & Saputra, 2023), who state that purchase intention is influenced by the suitability of the product with consumers' perceptions and lifestyles.

**H2:** Lifestyle has a significant effect on purchase intent.

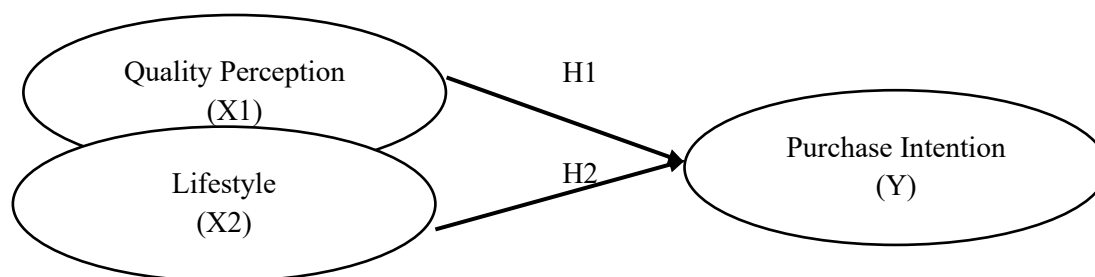


Figure 1. **Conceptual Framework**

## Research Methods

This study uses a quantitative descriptive method to examine the influence of research variables. The sampling technique used was purposive sampling, where respondents were selected based on specific criteria, namely consumers who had previously purchased or used Buttonsscarves hijabs. Primary data were collected through an online questionnaire distributed using Google Forms. The questionnaire link was disseminated through social media platforms such as Instagram, WhatsApp groups, and online communities related to hijab users, including Buttonsscarves consumer communities. The distribution period was conducted over approximately four weeks to ensure adequate response collection. Before filling out the questionnaire, respondents were asked screening questions to confirm that they had purchased or used Buttonsscarves products. Only eligible respondents were allowed to proceed with completing the questionnaire. A total of 100 valid responses were collected and used for analysis. The sample

size was determined based on the Partial Least Squares (PLS-SEM) guideline, which recommends a minimum sample size of 5-10 times the number of indicators used in the research model, or at least 100 respondents for a simple structural model (Kurniawan et al., 2024).

The questionnaire consisted of closed-ended questions measured using a four-point Likert scale (1-4). The use of an even Likert scale was intended to avoid neutral responses and encourage more decisive answers.

**Table 1. Research Design**

<b>Variable</b>	<b>Indicator</b>	<b>Reference</b>
Quality perception (X1)	PQ1 = Hijab Buttonscarves has better quality compared to other hijab brands.	(Salsabila et al., 2025)
	PQ2 = Overall, the quality of Buttonscarves hijabs is considered excellent.	(W. Sari et al., 2025)
	PQ3 = The quality of Buttonscarves hijab materials is consistent over time.	(D. K. Sari et al., 2024)
	PQ4 = Hijab Buttonscarves are comfortable to wear for everyday activities.	(Akuntansi et al., 2023)
	PQ5 = The stitching and finishing of Buttonscarves hijabs are neat and high quality.	
Lifestyle (X2)	LS1 = Hijab Buttonscarves fits my lifestyle as a modern Muslim woman.	(Moehadi et al., 2024)
	LS2 = Wearing a hijab reflects my identity and personality.	(Nurmalia et al., 2024).
	LS3 = I follow the latest hijab fashion trends.	(D. K. Sari et al., 2024)
	LS4 = Hijab Buttonscarves supports my activities and appearance.	(Akuntansi et al., 2023)
	LS5 = Hijab Buttonscarves suits my lifestyle needs.	(Kurniawan et al., 2024)
Purchase Intention (Y)	PI1 = I intend to buy a Buttonscarves hijab.	
	PI2 = I am interested in purchasing a Buttonscarves hijab after assessing the quality of the product.	(Hanslim et al., 2020)
	PI3 = I am willing to recommend Buttonscarves hijabs to others.	(Shintya Putri Rohmawati & Liana Mangifera, 2024)
	PI4 = Buttonscarves is my top choice when buying hijabs.	(Anwar et al., 2022)
	PI5 = I am willing to buy Buttonscarves hijabs even though the price is relatively high.	(Mukti, 2024)

### Respondent Demographics

The research data were obtained by distributing questionnaires to 100 respondents who were Indonesian women wearing Buttonscarves brand hijabs. The characteristics of the respondents were classified based on gender, age, domicile, education level, occupation, and monthly budget for purchasing hijab products. The demographic summary of the respondents is presented in Table 2 below.

**Table 2.** Respondent Demographics

<b>Respondent Criteria</b>	<b>Number of Respondents</b>	<b>Percentage</b>
<b>Based on Gender</b>		
Female	93	93%
Male	7	7%
<b>Based on Age</b>		
17-27 Years old	92	92%
28-37 Years old	6	6%
38-47 Years old	1	1%
48-58 Years old	1	1%
<b>Based on Domicile</b>		
Jabodetabek	49	49%
Java	44	44%
Sumatera	4	4%
Kalimantan	2	2%
Bali	1	1%
<b>Based on Education</b>		
Senior High School (SMA)	48	48%
D3 (Associate Degree)	3	3%
S1 (Bachelor's Degree)	47	47%
S2 (Master's Degree)	1	1%
Professional Education	1	1%
<b>Based on Occupation</b>		
Student / University Student	45	45%
Private Employee	37	37%
Freelance	7	7%
Not Working	5	5%
Civil Servant (ASN)	3	3%
Entrepreneur	2	2%
Housewife (IRT)	1	1%

**Source:** Processed data (2026)

### Validity Test Results

**Table 3.** Validity Test

<b>Variable</b>	<b>Indicator</b>	<b>Factor Loading</b>
Quality perception	X11	0.968
	X12	0.939
	X13	0.942
	X14	0.922
	X15	0.925
Lifestyle	X21	0.936
	X22	0.970
	X23	0.922
	X24	0.906
	X25	0.911
Purchase Intention	Y1	0.956
	Y2	0.921
	Y3	0.947
	Y4	0.954
	Y5	0.961

**Source:** Processed data (2026)

Convergent validity testing aims to measure the extent to which indicators are able to represent the construct being measured. Convergent validity is assessed through outer loading values and Average Variance Extracted (AVE). An indicator is considered valid if it has an outer loading value  $\geq 0.70$ , while a construct is considered to meet convergent validity if the AVE value is  $\geq 0.50$  (Hair et al., 2017). The results of convergent validity testing in this study show that all indicators have outer loading values above 0.70, so all indicators are declared valid and suitable for use in the research model. Details of the validity test results are presented in Table 3 below.

The highest outer loading value indicates that the indicator has a strong level of correlation with the latent construct being measured. Thus, all indicators in this study have met the convergent validity criteria and can be used for further analysis.

### Reliability Test Results and AVE

Reliability testing aims to measure the internal consistency of indicators in measuring a latent construct. In this study, reliability testing was conducted by looking at Cronbach's Alpha, rho\_A, and Composite Reliability values. A construct is considered reliable if it has a Cronbach's Alpha and Composite Reliability value greater than 0.70. In addition, convergent validity testing is also reinforced through the Average Variance Extracted (AVE) value, with the condition that the AVE value is  $\geq 0.50$ . The results of the reliability and AVE tests in this study are presented in Table 3 below:

**Table 3.** Reliability and AVE Tests

	<b>Cronbach's Alpha</b>	<b>Composite Reliability (rho a)</b>	<b>Composite Reliability (rho c)</b>	<b>Average Variance Extracted (AVE)</b>
X1	0.972	0.972	0.978	0.898
X2	0.967	0.967	0.974	0.882
Y	0.960	0.962	0.969	0.864

Source: Processed data (2026)

Based on Table 3, it can be seen that all research variables have Cronbach's Alpha and Composite Reliability values above 0.70. This indicates that all constructs in this study are reliable, so that the instruments used are able to provide consistent measurement results. In addition, the AVE value for each variable also shows a value greater than 0.50. Thus, it can be concluded that each construct has met the convergent validity criteria, which means that the indicators in each variable can adequately explain the latent construct.

### Hypothesis Test Results

Hypothesis testing in this study was conducted to determine the effect of quality perception and lifestyle on the purchase intention of Buttonsscarves hijabs. The testing was conducted using the bootstrapping method in the SmartPLS 4.1.0.0 application by looking at the T-statistics and P-values. A hypothesis was accepted if it had a T-statistic value  $> 1.96$  and a P-value  $< 0.05$ . The results of the hypothesis testing are presented in Table 4 below.

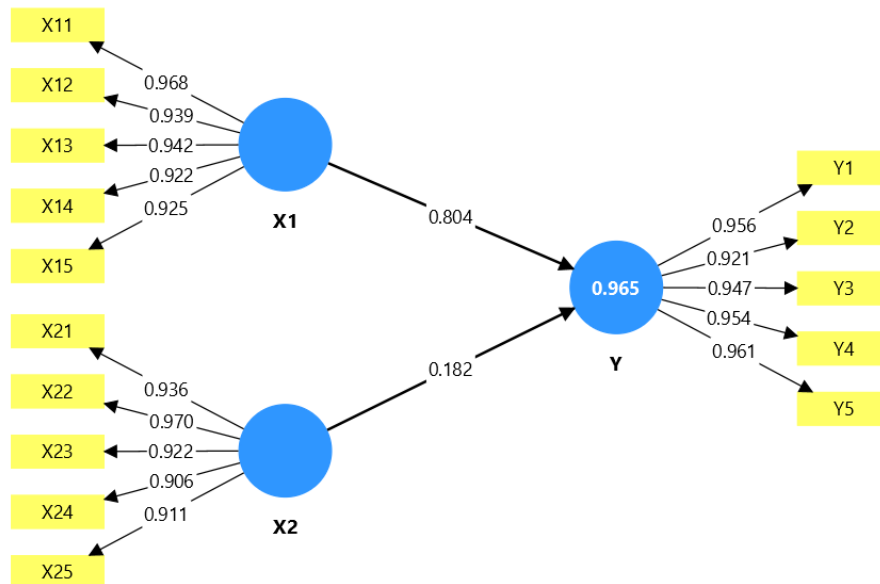
**Table 4.** Hypothesis Testing

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>
X1 -> Y	0.804	0.794	0.138	5.839	0.000
X2 -> Y	0.182	0.192	0.139	1.315	0.189

Source: Processed data (2026)

Based on the results of the hypothesis test in Table 4, it can be seen that the quality perception variable has a positive and significant effect on purchase intention, with a T-statistic value of 5.839 and P-values of 0.000 ( $< 0.05$ ). Therefore, the first hypothesis (H1), which states

that quality perception has a significant effect on purchase intention, is accepted. Meanwhile, the lifestyle variable shows a T-statistic value of 1.315 with a P-value of 0.189 ( $> 0.05$ ). These results indicate that lifestyle does not have a significant effect on the purchase intention of Buttonsscarves hijabs. Thus, the second hypothesis (H2), which states that lifestyle has a significant effect on purchase intention, is rejected.



**Figure 2.** Data Processing Results with SmartPLS  
**Source:** Processed data (2026)

## Results and Discussion

The empirical findings indicate that perceived quality has a strong positive influence on purchase intention toward Buttonsscarves hijabs. The path coefficient shows that consumers place substantial emphasis on product excellence when forming buying intentions. In the premium hijab segment, quality is not merely evaluated functionally (such as material durability or stitching neatness), but also symbolically, as it reflects exclusivity and brand prestige. Consumers of premium modest fashion tend to associate high-quality materials and finishing with higher value and reliability. This strengthens confidence in the brand and reduces perceived purchase risk. In this context, perceived quality becomes a central evaluative criterion before consumers decide to buy. The dominance of this variable suggests that even in fashion-oriented markets, tangible product attributes remain crucial in shaping behavioral intentions.

These findings reinforce the argument in consumer behavior theory that perceived quality contributes to value formation and brand trust, which subsequently drives purchase intention. However, this study extends prior literature by demonstrating that in the premium hijab category, perceived quality may outweigh other psychographic factors.

In contrast, lifestyle does not show a statistically significant effect on purchase intention. This result suggests that alignment between the brand and consumers' lifestyles does not automatically translate into buying intention. Although Buttonsscarves is positioned as a fashionable and modern brand, respondents appear to prioritize product substance over lifestyle symbolism.

One possible explanation lies in the characteristics of the respondents, the majority of whom are young consumers aged 17–27 years. This demographic group may be more rational in evaluating quality–price compatibility, especially for premium-priced products. Lifestyle congruence alone may not be sufficient to justify purchase unless accompanied by strong

perceptions of product excellence. Another interpretation is that lifestyle may function indirectly rather than directly. It may shape brand perception or emotional attachment, but it does not independently trigger buying intention without quality assurance. This finding provides a more nuanced understanding compared to earlier fashion studies that positioned lifestyle as a dominant determinant of purchase intention.

Overall, the results highlight that in the premium modest fashion industry, consumers demonstrate a value-oriented decision-making pattern. Quality consistency, material comfort, and craftsmanship appear to be more decisive factors than lifestyle representation alone.

## Conclusions

Based on the results of the analysis and discussion, it can be concluded that quality perception has a positive and significant effect on the intention to purchase Buttonsscarves hijabs, while lifestyle has no significant effect on purchase intention. These findings indicate that product quality is the main factor considered by consumers in determining their intention to purchase Buttonsscarves hijabs. The managerial implications of this study indicate that Buttonsscarves management needs to continue to maintain and improve product quality in terms of materials, design, and comfort of use. Product quality consistency will strengthen positive consumer perceptions and encourage increased purchase intention. In addition, although lifestyle does not have a significant effect, the brand still needs to pay attention to hijab fashion trends to remain relevant in the market. This study has limitations, namely that it only uses the variables of quality perception and lifestyle in influencing purchase intention. Therefore, further research is recommended to add other variables such as brand image, brand trust, price, or promotion in order to provide a more comprehensive picture of the factors that influence consumer purchase intention for hijab products.

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