International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The Influence of Fashion Lifestyle and Price Perception on Purchase Decisions of Thrift Fashion Products Among Gen Z in Bandar Lampung

Putri Alfira Zahra[1], Maulana Agung P[2], Prasetya Nugeraha[3]

[1,2,3]Faculty of Social Science and Political Science, Lampung University

Email: putrialfira316@gmail.com, maulana.agung@fisip.unila.ac.id, prasetya.nugeraha18@fisip.unila.ac.id

Abstract

This inquiry goals to probe the relationship between fashion lifestyle and price perception on the purchase decision of thrift fashion products among Gen Z in Bandar Lampung. Using a quantitative approach as reflected in explanatory research, the study involved 97 respondents from Generation Z in Bandar Lampung who are consumers of thrift products. A set of questionnaires served as the primary instrument for gathering information, which was subsequently processed using the SPSS software. Findings from the statistical scrutiny highlighted that Gen Z consumers in Bandar Lampung demonstrated specific patterns in making decisions regarding the purchase of thrift fashion items are significantly and favorablely Repercussioned by fashion lifestyle and price perception. Specifically, fashion lifestyle Repercussions purchase decisions by encouraging persons to follow trends and express themselves through clothing choices that reflect their personal taste. Meanwhile, a favorable price perception indicating that thrift fashion products are affordable and offer rate for money plays a crucial role in driving purchase interest. These findings offer valuable insights for thrift fashion business actors in designing more Repercussionive marketing strategies aligned with the preferences of Generation Z.

Keywords: Fashion Lifestyle, Price Perception,Purchase Decision

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

INTRODUCTION

Thrift also denotes the resale of secondhand goods, whether sourced internationally or domestically, offered at affordable prices and in good condition. The phenomenon of buying and selling unused or pre-owned products or clothing is commonly known as "thrifting" (Aswadana et al., 2022).

Thrift fashion plays a crucial role in circular fashion by reducing waste, optimizing resource use, and extending product life cycles. Through thrifting, textile waste can be minimized by preventing clothing from ending up in landfills. This effort is carried out through various strategies, such as redesigning products, recycling, recovering, and reusing garments (Ma et al., 2021; Shpak et al., 2021).

Although the government has banned the import of used clothing through the Ministry of Trade Regulation No. 51/M-DAG/PER/7/2015 due to potential health risks and safety concerns, the demand for second-hand clothing still persists (Putri, 2022).
However, the Deputy of Kemenkop UKM stated which shows the domestic trade of second-hand clothing is permitted, as it extends product lifespan and enhances the economic rate of items typically considered waste. This activity is also included in the Indonesian Standard Classification of Business Fields (KBLI) under code 47742, which covers the retail trade of used clothing, footwear, and clothing accessories (Pratiwi, 2025). Locally sold second-hand clothing generally undergoes a strict selection and curation process, giving consumers a larger chance of obtaining high-quality products. In Indonesia, the legality of local thrifting activities plays a crucial role in protecting consumers from potential security risks and ensuring the quality of the goods being sold (Gautama, 2025).

Thrift products help Generation Z adapt their lifestyle in a more economical way, as they can purchase necessary items for their daily activities at a low cost. The limited purchasing power of Gen Z, driven by the high cost of living, encourages them to seek more affordable alternatives to meet their lifestyle needs. Thrifting becomes a practical solution, allowing them to stay fashionable and express their personal style without spending excessively. The rapid changes in fashion trends, especially among Gen Z, drive them to probe various ways to fulfill their fashion needs, such as shopping at malls, local stores (distro), online shops, designing their own clothes, and engaging in thrifting (Achmad & Grendi, 2017).

The phenomenon of thrifting, or purchasing secondhand items particularly clothing In recent years, Indonesian youth particularly those from Generation Z have been at the forefront of embracing this widespread movement. They are drawn to thrifting for

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

environmental reasons and the desire to save money, with 67% of Millennials and Gen Z reported to have purchased secondhand clothing (Sarwindaningrum, 2024).

The thrifting trend in Indonesia differs slightly from that in other countries. While second-hand items abroad are typically reused to reduce waste, in Indonesia, second-hand goods are more seen as part of a lifestyle (Wintaria & Siagian, 2022).

In addition to price and brand image, lifestyle also Repercussions purchasing interest in secondhand stores. Over time, interest in fashion has elevationd, motivating persons to follow the lameasurement trends and styles. They do this because they do not want to be perceived as outdated (Pebrianti & Yuwinda, 2021). This finding is supported by research from Kamalia and Saipul (2024), The results reveal a strong and favorable correlation between fashion lifestyle, price perception, and consumer purchase behavior. This differs from the study by Lianita Widyaratna and Ahmad Zainuri (2023), where they found which shows these factors did not significantly affect purchasing choices.

The difference in outcomes Reveales a gap, highlighting the need for further research, particularly focusing on the behavior of Gen Z in Bandar Lampung, to gain a more comprehensive understanding of the factors influencing purchasing decisions for thrift fashion products. Gen Z is a generation highly Repercussioned by fashion trends and social media, with unique consumption preferences, including choosing thrift products as an economical and stylish fashion alternative. As reflected in this, the goal of this inquiry is to probe the extent to which fashion lifestyle and price perception repercussion the purchasing decisions of thrift fashion products among Gen Z in Bandar Lampung.

LITERATURE REVIEW

Fashion Lifesyle

As reflected in Koesherawati (2019), fashion lifestyle denotes an person's way of life that encompasses attitudes, perspectives, and interests in the world of fashion. This lifestyle Repercussions a person's decision when purchasing fashion products. Apprilia and Dwijayanti (2021) further explain that fashion lifestyle is one's perspective and interest in fashion products, which is then reflected in daily life. This behavior is goaled at shaping a favorable self-image within a social environment as part of personal identity.

Price Perception

Price perception is how people evaluate a product's cost relative to the value or benefits they anticipate gaining from it (Kotler & Keller, 2016). When consumers evaluate

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

and consider the price of a product, this process is strongly Repercussioned by their own behavior and purchasing tendencies (Peter & Olson, 2010).

Purchase Decision

Consumer purchase choices are a crucial aspect of buying behavior, encompassing the steps of choosing, acquiring, using products or services to satisfy the needs and wants of persons or groups(Kotler & Keller, 2016).

Conseptual Framework

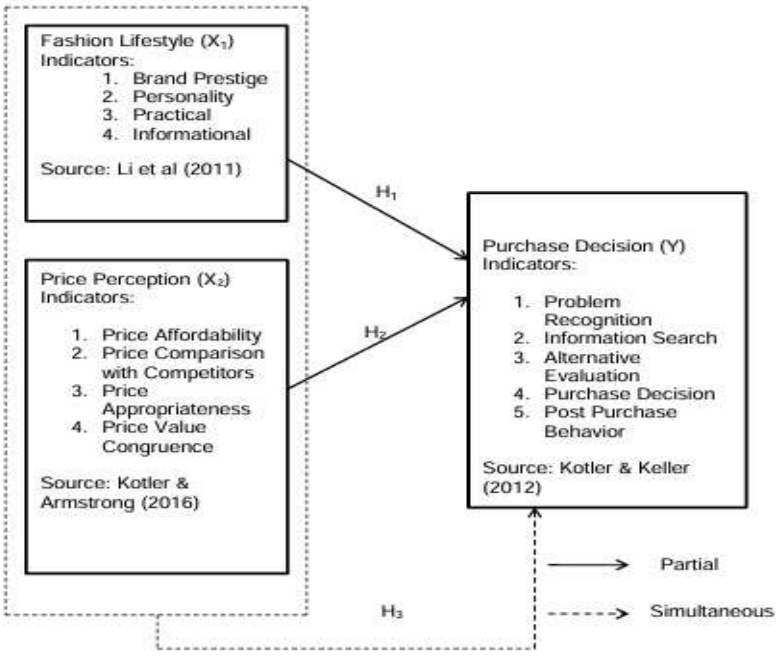


Figure 1. Conseptual Framework

H_1 : The Influence of Fashion Lifestyle on Purchase Decisions
H_2 : The Influence of Price Perception on Purchase Decisions
H_3 : The Influence of Fashion Lifestyle and Price Perception on Purchase Decisions

RESEARCH METHODS

This investigation used a quantitative approach with explanatory research techniques. Numerical data obtained from original sources was gathered by anding out questionnaires to participants. The sample consisted of 97 respondents selected using

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

accidental sampling. The sample represented a portion of the population with characteristics relevant to the research objectives (Sugiyono, 2017), specifically consumers who have purchased thrift fashion items, belong to Generation Z, and reside in Bandar Lampung. The research instrument was a Google Forms-based questionnaire using a 1–5 Likert scale. Data collection was conducted directly by distributing the questionnaire through platforms such as WhatsApp, Instagram, and other social media channels. The study was grounded in consumer behavior theory and previous research on the repercussion of fashion lifestyle and price perception on purchasing decisions. The collected data were then analyzed using SPSS version 27.

RESULTS

Validity Measurement

Table 1. Validity Measurement Outcome

Variable	Item Question	r_{value}	r_{table}	Result
Fashion Lifestyle (X_1)	X1.1	0,772	0,361	Valid
	X1.2	0,738	0,361	Valid
	X1.3	0,760	0,361	Valid
	X1.4	0,725	0,361	Valid
	XI.5	0,796	0,361	Valid
Price Perception (X_2)	X2.1	0,839	0,361	Valid
	X2.2	0,805	0,361	Valid
	X2.3	0,755	0,361	Valid
	X2.4	0,779	0,361	Valid
Purchase Decision (Y)	Y1.1	0,807	0,361	Valid
	Y1.2	0,817	0,361	Valid
	Y1.3	0,774	0,361	Valid
	Y1.4	0,802	0,361	Valid
	Y1.5	0,829	0,361	Valid

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

As reflected in the validity measurement outcomes, all items employed in this inquiry have a measured r_{rate} that exceeds the r_{table}, suggesting that all instruments are declared valid.

Realibility Measurement

Table 2. Realibility Measurement Outcome

Variable	Cronbach Alpha	Standard	Result
Fashion Lifestyle (X_1)	0,811	0,60	Reliabel
Price Perception (X_2)	0,796	0,60	Reliabel
Purchase Decision (Y)	0,854	0,60	Reliabel

The scrutiny reveals that all Cronbach's alpha Constants are above the threshold of 0.60, indicating which shows the instrument possesses adequate internal consistency and is considered reliable for further scrutiny.

Classical Assumption Measurement

Normality Measurement

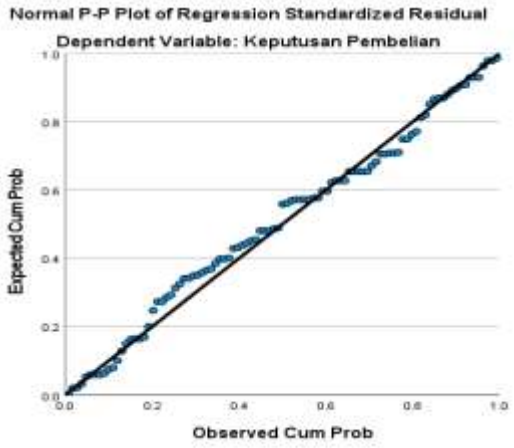


Figure 2. Normality Measurement (Probability Plots) Outcome

As reflected in the Normal P-P Plot scrutiny of the Regression Standardized Residual shows which shows the data points are well-aligned with the diagonal, confirming a normal distribution. This Reveales which shows the residuals in the

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

regression model fulfill the normality requirement across the entire dataset and within specific subpopulations.

Heteroskedasticity Measurement

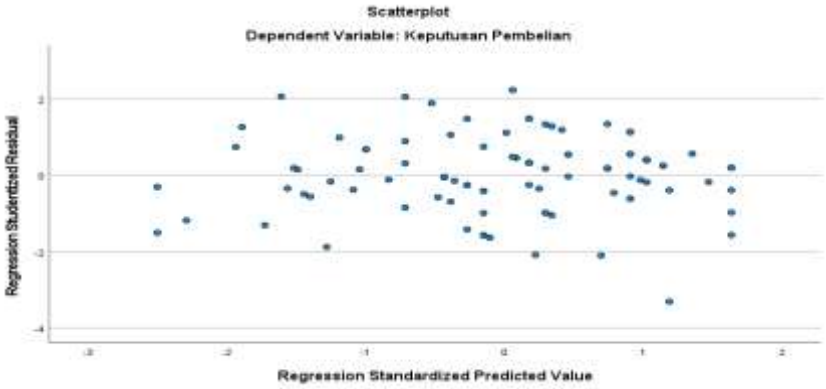


Figure 3. HeteroscedasticityMeasurement (Scatterplot) Outcome

The scrutiny suggests the regression model shows no signs of heteroscedasticity. This is supported by the random scattering of residual points around the zero line, with no discernible pattern, demonstrating which shows the model adheres to the homoscedasticity assumption and can be regarded as trustworthy.

Multicollinearity Measurement

Table 3. Multicollinearity Measurement Outcome

Coefficients[a]			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Fashion Lifestyle	,756	1,322
	Price Perception	,756	1,322
a. Dependent Variable: Purchase Decision			

As reflected in the table, both independent elements exhibit VIF rates below 10 and tolerance rates above 0.1. Hence, the scrutiny suggests that multicollinearity is not present.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Multiple Linear Regression Scrutiny

Table 4. Multiple Linear Regression Scrutiny

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,772	1,605		1,104	,272
	Fashion Lifestyle	,625	,074	,617	8,486	<0,001
	Price Perception	,363	,096	,276	3,794	<0,001
a. Dependent Variable: Purchase Decision						

As reflected in the outcomes in the table, it can be observed which shows the constant rate is 1.772, the rate for Fashion Lifestyle is 0.625, and the rate for Price Perception is 0.363. As reflected in these rates for each element, the repercussion of Fashion Lifestyle and Price Perception on the purchase decision of thrift fashion products among Gen Z consumers in Bandar Lampung can be seen :

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + €$$

$$Y = 1,772 + 0,625X_1 + 0,363X_2 + e$$

As reflected in the regression equation, the outcomes can be explained:

1. The regression equation Reveales a constant rate of 1.772, meaning that if both the independent elements, Fashion Lifestyle and Price Perception, are zero, the purchase decision would be 1.772.
2. The regression Constant for Fashion Lifestyle (X1) is 0.625, which suggests that for each 1-unit elevation in Fashion Lifestyle, the purchase decision will rise by 0.625. The favorable Constant Reveales that Fashion Lifestyle has a favorable repercussion on the purchase decision.
3. The regression Constant for Price Perception (X2) is 0.363, meaning that for each 1-unit elevation in Price Perception, the purchase decision will elevation by 0.363. The favorable Constant shows that Price Perception is favorablely pertinent to the purchase decision.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Hypothesis Measurement

Partial Measurement (t-Measurement)

Table 5. Partial Measurement Outcome

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,772	1,605		1,104	,272
	Fashion Lifestyle	,625	,074	,617	8,486	<0,001
	Price Perception	,363	,096	,276	3,794	<0,001
a. Dependent Variable: Purchase Decision						

1. The measurement for Fashion Lifestyle shows a t-score of 8.486, surpassing the t-table benchmark of 1.985. A significance of 0.001 indicates that Fashion Lifestyle holds an important and supportive role in purchase decisions.
2. The measurement for Price Perception displays a t-score of 3.794, above the t-table benchmark of 1.985. A significance of 0.001 suggests that Price Perception plays a meaningful and favorable part in shaping purchase decisions.

Simultaneous Measurement (F-Measurement)

Table 6. Outcome of the Simultaneous Measurement (F-Measurement)

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	470,747	2	235.374	78,156	<,001[b]
	Residual	283,088	94	3,012		
	Total	753,835	96			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Fashion Lifestyle, Price Perception						

As reflected in the outcomes of the F-measurement, The measured F-rate exceeds the F-table rate (78.156 > 3.09) with a probability of 0.001, which is below 0.05. This

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

shows that Fashion Lifestyle and Price Perception have a significant and simultaneous Repercussion on the purchase decision of thrift fashion products among Gen Z in Bandar Lampung. The comparison of the F-rate and the F-table leads to the conclusion which shows the alternative hypothesis (Ha) is supported in this study.

Constant Of Determination (Adjusted R^2)

Table 7. Outcome of the Constant Determination (R^2)

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,790[a]	,624	,616	1.73539
a. Predictors: (Constant), Fashion Lifestyle, Price Perception				
b. Dependent Variable: Purchase Decision				

The correlation Constant outcomes Reveale that fashion lifestyle and price perception have a strong and favorable relationship with purchase decisions, with a rate of 0.790. The R^2 Constant of 0.624 Reveales that 62.4% of the variation in purchase decisions is explained by these two factors, while the remaining 37.6% is Repercussioned by other factors not considered in this examination.

DISCUSSION

The Repercussion of Fashion Lifestyle on Purchase Decisions

As reflected in Apprilia & Dwijayanti (2021), fashion lifestyle denotes an person's perspective on interest in fashion products, which is then applied in everyday life. The findings of this inquiry Reveale that fashion lifestyle has a favorable and significant repercussion on purchasing decisions. The greater an person's interest in following fashion trends and incorporating fashion into daily life, the more likely they are to make fashion-pertinent purchases, including thrift products. This lifestyle not only serves as a form of self-expression but also becomes a key factor in determining shopping preferences and choices. This inquiry aligns with the research by Kamalia and Saipul (2024), which demonstrates that fashion lifestyle has a favorable and significant repercussion on purchasing decisions, with the findings showing that fashion trends have evolved into an important necessity among society.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

The Repercussion of Price Perception on Purchase Decisions

The outcomes of this inquiry reveal a significant and favorable repercussion of price perception on purchasing decisions. The more affordable the price and the better it aligns with the rate offered, the greater the motivation for Gen Z to make a purchase. This aligns with the work of Kamalia & Saipul (2024), which demonstrates that price perception favorablely and significantly Repercussions purchasing decisions. Their observations suggest that a perception of affordable prices makes preloved clothing an appealing choice for consumers seeking branded and high-quality items at a lower cost.

The Repercussion of Fashion Lifestyle and Price Perception on Purchase Decisions

The outcomes of this inquiry show a significant and favorable Repercussion of item standard on purchasing decisions. Item standard is directly pertinent to purchasing decisions, meaning which shows the larger the quality of the product, the greater the likelihood of a purchase. This is steady with the work of Ardrarani and Rachmawati (2023), which demonstrates that item standard has a favorable and significant repercussion on purchasing decisions. Their outcomes Reveale that consumer purchasing decisions are stronger when buying clothing with good quality, such as comfort, no defects, durable materials, and fabrics with strong fibers that can be used long-term, even if the clothes are second-hand.

CONCLUSION

Fashion lifestyle has a favorable and significant Repercussion on purchasing decisions in a partial scrutiny. Fashion lifestyle serves as a means of self-expression and social identity, reflecting the character, personality, and rates that persons wish to project. The stronger Gen Z's interest in fashion lifestyle, the greater their tendency to make purchases.

Price perception has a favorable and significant Repercussion on purchasing decisions in a partial scrutiny. Gen Z tends to choose thrift fashion products, particularly clothing, as reflected in the affordability of the price while still providing comparable rate and satisfaction. Gen Z views thrift as not just an economical option but also a smart strategy to stay fashionable without spending a large amount.

Fashion lifestyle and **price perception** have a favorable and significant Repercussion on purchasing decisions simultaneously. Gen Z's purchasing behavior toward thrift fashion products is Repercussioned by the combination of a lifestyle that

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

reflects their personality and the perception of affordable prices. Together, these factors shape Gen Z's consumer behavior, which tends to prioritize staying fashionable while maintaining cost-Repercussioniveness.

SUGGESTIONS

1. researchers are encouraged to probe a comparison of Gen Z behavior in Bandar Lampung with other cities in Indonesia to identify potential differences in preferences, shopping patterns, and factors influencing purchasing decisions across regions. Additionally, subsequent studies should goal to broaden the understanding of the research topic as a whole, with the findings of this inquiry serving as a valuable reference for future research on similar topics.
2. This inquiry is expected to provide insights into thrift fashion products in Indonesia, which can support the advancement of the fashion industry by reducing textile waste and the negative repercussion of overproduction. Additionally, thrift product sellers can boost sales by aligning their collections with Gen Z trends, setting competitive and transparent pricing, and maintaining item standard even when sourced from second-hand goods. This will enhance consumer trust, satisfaction, and loyalty, particularly among Gen Z, who are more conscious of rate, style, and sustainability.

REFERENCE

Achmad, A., & Grendi, H. (2017). Berlindung Dibalik Pakaian Bekas Awul-AwulTelaah Sosiologis Gaya Hidup Remaja Kota Yogyakarta Dalam Mengkonsumsi Pakaian Bekas. Jurnal Pendidikan Sosiologi, 6(3), 1–17.

Apprilia, R. D., & Dwijayanti, R. (2021). Kecintaan Merek Lokal, Fashion Lifestyle, dan Minat Beli Sebagai Pembentuk Keputusan Pembelian Sneakers Ventela. Jurnal Inovasi Pendidikan Ekonomi (JIPE)

Ardrarani, G. & Rachmawati, L. (2023). Pengaruh Kualitas Produk, Harga dan Citra Merek terhadap Keputusan Pembelian Pakaian Bekas Thrifting di Surabaya. INDEPENDENT: Journal Of Economics, 3(1), 42-52.

Aswadana, P., Rahayu, D. A. S., & Effendy, M. A. A. (2022). Pandangan Mahasiswa Universitas Negeri Surabaya Terhadap Perubahan Gaya Hidup Akibat Fenomena Thrifting. Prosiding Seminar Nasional Ilmu Ilmu Sosial (SNIIS), 1, 532–540.

Gautama, A. (2023, Maret 24). Perlukah legalitas *thrifting* di Indonesia? Dermotimes. Retrieved from https://dermotimes.id/perlukah-legalitas-thrifting-di-indonesia/

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Shpak, N., Melnyk, O., HORbAL, N., Ruda, M., & Sroka, W. (2021). Assessing the implementation of the circular economy in the EU countries. Forum Scientiae Oeconomia, 9(1), 25–39.

Sarwindaningrum, I. (2024). Kaum Milenial dan Gen Z Makin Gemari Pakaian Bekas. https://www.kompas.id/baca/english/2024/01/29/en-milenial-dan-gen-z-makin-gemari-pakaian-bekas

Pebrianti, W., & Yuwinda, R. (2021) Pengaruh *Visual Merchandising, Shopping Lifestyle,* dan *Fashion Involvement* Terhadap Perilaku *Impulse Buying* Pada Konsumen *High Income.* Jurnal Ilmu Manajemen dan Akuntansi Terapan (JIMAT), 12(3).

Peter, P. J., dan Olson, J. C. (2010). Consumer Behavior & Marketing Strategy. 9th Edition, McGraw Hill.

Putri, A. A. M. S., & Patria, A. S. (2022). Perancangan Referensi Gaya Berpakaian Thirifting Melalui Feed Instagram. Jurnal Barik, 3(2). https://ejournal.unesa.ac.id/index.php/JDKV/article/view/46710

Putri, N. H., Sari, N. S., & Rahmah, N. (2022). Faktor-Faktor Yang Mempengaruhi Proses Riset Konsumen: Target Pasar, Perilaku Pembelian Dan Permintaan Pasar. Jurnal Ilmu Manajemen Terapan, 3(5), 504–514.

Pratiwi, A. (2025). Benarkah kegiatan *thrifting* dilarang di Indonesia? Dalimunthe Tampubolon. Retrieved from https://dntlawyers.com/benarkah-kegiatan-thrifting dilarang-di-indonesia/

Kamalia, Alsukri. 2024. Pengaruh *Brand Image, Fashion Lifestyle* dan Persepsi Harga terhadap Keputusan Pembelian Pakaian Branded Preloved. *Journal of Business Economics and Management* Vol. 3 .44-52.

Kotler, P., & Armstrong, G. (2012). *Principles o marketing* (14th ed.). Pearson Education.

Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.

Koesherawati, U. (2019). Pengaruh Fashion Lifestyle Terhadap Purchase Intention (Studi pada Konsumen Fashion Streetwear Brand H&M di Jabodetabek) Jurnal Administrasi Bisnis (JAB), 73(2).

Lianita Widyaratna, Ahmad Zainuri (2023). Pengaruh *Brand Image*, Harga, dan *Fashion Lifestyle* Terhadap Keputusan Pembelian Pakaian *Preloved* di *Thriftshop*. Journal of Comprehensive Science.

Li, dkk. 2011. Luxury Fashion Brand Consumer In Chine: Perceived Rate, Fashion Lifestyle and Willingness to Pay.Journal Of Business Research,65,1516-1522

Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Wintaria, A., & Siagian, M. (2022). Pengaruh Harga dan Kualitas Pelayanan Terhadap Keputusan Pembelian pada PT. Mamakael Berniaga Sejahtera di Batam. ECo-Bus, 133.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.