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

The Role Of Service Quality In Influencing Consumer Purchase Decisions At The Sociolla Cosmetic Store, Mall Boemi Kedaton, Bandar Lampung

Adinda Widia Salina [1] Hartono [2] Gita Paramita Djausal [3]

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

[1*]Corresponding Author : adindawidiasal@gmail.com

Abstract

The cosmetics industry is currently navigating a dynamic landscape where the convenience of online shopping increasingly intersects with the enduring appeal of physical retail experiences. Recognizing the continued significance of offline channels and the pivotal role of service quality in shaping consumer purchasing behaviors within this context, this study aimed to analyze the impact of service quality on consumer purchase decisions at the Sociolla cosmetics store in Mall Boemi Kedaton, Bandar Lampung. This research was theoretically grounded in purchase decision theory, service quality principles, and marketing concepts. To investigate this relationship, a quantitative approach with an explanatory design was employed. Data were collected through a survey instrument comprising 15 questions, administered to 100 customers who had made purchases at the store to identify specific service quality elements influencing their behavior and subsequent purchase choices. The collected data were analyzed using descriptive statistics, correlation tests, simple linear regression, linearity tests, t tests, and the coefficient of determination (Adjusted R^2). The findings reveal that service quality exerts a substantial impact on purchase decisions, explaining 72.6% of the variation in consumer behavior. This underscores the central role of service quality in shaping the in store shopping experience and fostering customer satisfaction and loyalty. Notably, each dimension of service quality reliability, responsiveness, assurance, empathy, and tangible evidence was found to affect purchasing decisions. Consequently, this study highlights the importance of these service quality attributes at Sociolla and contributes to the

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

development of marketing strategies within the cosmetics sector by emphasizing the critical role of service quality in attracting and retaining customers.

Keywords: **Purchase Decision, Service Quality, Sociolla.**

INTRODUCTION

The convenience and accessibility offered by online shopping have brought about a fundamental transformation in the modern retail landscape, significantly impacting the cosmetics industry. E-commerce platforms provide consumers with a wide array of product choices, detailed information, and the convenience of shopping from any location at any time. However, a considerable preference for transacting in physical stores persists among consumers (Statista, 2022; Katadata.co.id, 2022), as evidenced by the fact is that 45% of consumers still make product acquisitions through offline channels and 43% online for cosmetic products (Katadata.co.id, 2022). This statistic highlights the continued widespread use of physical stores by the public, including for cosmetics, and indicates their lasting importance in consumer shopping preferences.

This phenomenon suggests the unique value and advantages inherent in the direct experience of shopping for cosmetics. Despite the ease of online shopping, consumers continue to prefer tangible interaction with products, the opportunity for direct sensory evaluation of textures and colors (touch and feel), and engagement with beauty advisors for personalized consultations. The immediate gratification of obtaining products after purchase is also a noteworthy consideration for some consumers.

The increasing trend of offline beauty product purchases has intensified competition within the cosmetics industry, thus compelling companies to develop appropriate service strategies. Purchase decisions are a crucial factor in determining a company's sustainability. Companies can maintain their operational viability by effectively attracting consumers to their offerings, particularly in markets showing a positive response (Diantary et al., 2023).

In Bandar Lampung, a diverse range of cosmetic retailers exists to meet the beauty and personal care product needs of female consumers in the region. A prominent retailer among these is Sociolla, which offers a varied selection of cosmetic brands tailored to the needs of female consumers. Sociolla, a technology-enabled e-commerce platform with physical stores focusing on beauty and personal care retail since 2015 (Noorathasia et al., 2023), is recognized as a comprehensive provider of beauty products in Indonesia, including cosmetics, skincare, and related items. Sociolla has also expanded its physical

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

presence by establishing physical stores to enhance the in-store shopping experience for customers (Harjanti & Gunawan, 2023).

In this context, Sociolla provides high-quality offline services to encourage consumer purchase decisions. This includes the professional, neat, and clean appearance of personnel, who are easily identifiable as beauty advisors through coordinated uniforms, thereby facilitating customer recognition and assistance. Furthermore, Sociolla offers product testers to expedite purchase decisions and provides additional amenities such as beauty bars and skincare shelves with sinks, allowing on-site product trials. The brand places a significant emphasis on cosmetics, offering a wider range of makeup products compared to skincare, making it particularly appealing to consumers seeking cosmetic and makeup items (Putri et al., 2024). Considering the aforementioned background, the researchers are thus encouraged to undertake a study entitled "The Role Of Service Quality In Influencing Consumer Purchase Decisions At The Sociolla Cosmetic Store, Mall Boemi Kedaton, Bandar Lampung."

LITERATURE REVIEW

Marketing

Referring to Kotler's statement (2009), marketing is defined as a social and managerial stage where individuals and groups fulfill their needs and desires through the creation, offer, and exchange of products or values with other parties. This definition highlights the interactive nature of marketing, which indicates that marketing is not only limited to transactional exchange, but also plays an important role in building long-term relationships between consumers and producers.

Service Quality

Kasmir (2017), as cited in Dedy as well as Alfandi (2022), defines service quality as the actions undertaken by an organization or individual to provide satisfaction to various stakeholders, including customers as well as employees. Key elements of service quality include friendliness, efficiency, as well as accuracy in meeting customer needs. This perspective emphasizes the significant impact that the attitudes as well as behaviors of service providers have on customer satisfaction. Parasuraman as well as Berry (2003), as cited in Zain (2022), identified five fundamental dimensions of service quality. Service quality comprises reliability, which refers to the organization's ability to deliver services in a dependable as well as accurate manner; responsiveness, which denotes the willingness as well as ability to respond promptly to customer needs as well as inquiries; assurance,

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

which encompasses the knowledge, competence, as well as courtesy of employees that instill confidence as well as trust in customers; empathy, which involves providing genuine, individualized attention to customers by understanding as well as addressing their specific needs; as well as tangibles, which relate to the physical facilities, equipment, as well as materials used to support the delivery of services.

Purchase Decision-Making

Purchasing decision making is a process that involves various factors, including how consumers determine and evaluate products and services. The AIDA model (Kotler and Keller, 2009) gives a picture of the stages that consumers go through, starting from attracting attention to motivating consumers to make purchasing decisions, which shows how marketing can affect consumer behavior gradually. This model underscores the importance of strategic message delivery in guiding consumers through the buying process. As such, AIDA provides a structured framework for creating effective marketing communications that drive consumer engagement as well as influence purchase decisions.

RESEARCH METHODS

The following study uses a quantitative approach with explanatory research design. Quantitative methods, based on the positivism paradigm, are applied to observe certain populations and samples (Sugiyono, 2019). Explanatory research aims to test hypotheses in order to support or refute existing theories (Sari et al., 2023). Data were collected using a structured questionnaire distributed to 100 customers who have previously made purchases at the Sociolla cosmetic store in Mall Boemi Kedaton, Bandar Lampung.

RESULTS

Respondent Characteristics

Table 1. Respondent Characteristics

Respondent Characteristics	Description	Total
Gender	Female	97%
	Male	3%
	17–24 Years	64%

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

Age	25–32 Years	22%
	33–40 Years	12%
	>41 Years	2%
Occupation	Student	21%
	University Student	49%
	Civil Servant	4%
	Entrepreneur	18%
	Housewife	8%
Monthly Income	< IDR 2,000,000	23%
	IDR 2,000,000–3,000,000	31%
	IDR 3,000,000–4,000,000	24%
	> IDR 4,000,000	22%
Number of Visits	1 Time	7%
	2 Times	17%
	3 Times	9%
	>3 Times	67%

Frequency Distribution of Service Quality Variables

Table 2. Frequency Distribution of Service Quality Variables

Service Quality	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total	Mean
X.1	0	1	17	25	57	100	4.38
X.2	0	2	16	24	58	100	4.38
X.3	0	1	23	27	49	100	4.24
X.4	0	2	30	29	39	100	4.05
X.5	1	3	27	28	41	100	4.05
X.6	1	0	43	25	31	100	3.85
X.7	1	0	31	28	40	100	4.06
X.8	1	1	22	23	53	100	4.26
X.9	1	0	36	27	36	100	3.97
X.10	1	1	26	34	38	100	4.07

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

X.11	1	0	30	32	37	100	4.04
X.12	1	2	37	30	30	100	3.86
X.13	2	13	30	29	26	100	3.64
X.14	0	4	42	28	26	100	3.76
X.15	1	3	42	28	26	100	3.75
							4.02

Linearity Test

Table 3. Linearity Test

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
Purchase Decisions * Service Quality	Between Groups	(Combined)	4710.244	28	168.223	12.307	<.001
		Linearity	4122.696	1	4122.696	301.607	<.001
		Deviation from Linearity	587.548	27	21.761	1.592	.062
	Within Groups		970.506	71	13.669		
	Total		5680.750	99			

The test results show that the significance value for the relationship between service quality as well as purchasing decisions is 0.062, which exceeds the 0.05 threshold. Therefore, it can be concluded if a linear relationship is found between the two variables..

Simple Linear Regression Test

Table 4. Simple Linear Regression Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.140	2.516		3.235	.002
	Service Quality	.663	.041	.852	16.103	<.001

a. Dependent Variable: Purchase Decisions

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

Based on the analysis, the resulting simple linear regression equation is:

$$Y = 8.140 + 0.663 + e$$

The results of simple linear regression analysis show the regression equation as follows: Y = 8,140 + 0,663X + e, where Y represents the purchase decision variable as well as X represents the service quality variable.

- Constant: 8.140. This value represents the estimated level of the purchase decision when the service quality (X) is zero. While the constant is mathematically required in the regression equation, its practical interpretation may be limited, particularly if a service quality score of zero is unrealistic within the context of this study.
- The value of the regression coefficient of 0.663 shows that the improvement of service quality by one unit will have an impact on the increase in the purchase decision of 0.663 units, noting that all other variables are in a fixed condition.

Partial Test (t-Test)

Table 5. t-Test Result

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	8.140	2.516		3.235	.002
	Service Quality	.663	.041	.852	16.103	<.001

a. Dependent Variable: Purchase Decisions

The results of the t test show that the service quality variable (X1) obtains a t value of 8,140, which exceeds the t-table value of 1,984. With a significance level of 0.02—less than the 0.05 limit, it can be concluded that the quality of service (X1) individually has a positive as well as significant impact on the purchase decision variable (Y).

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

Coefficient Of Determination (Adjusted R^2)

Table 6. Result of the Coefficient Determination (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.852[a]	.726	.723	3.987

a. Predictors: (Constant), Service Quality

The test results show that the R-square value reaches 0.726 or 72.6%, which indicates that the quality of service shows 72.6% variation in purchasing decisions, while the remaining 27.4% is affected by other factors that are not discussed in this study..

DISCUSSION

Through testing as well as descriptive statistical analysis, it was found that service quality has a positive as well as significant impact on purchasing decisions, with a contribution of 72.2%. This issue confirms that service quality plays an important role in creating a better customer experience, which then has an impact on increasing customer loyalty. The better the service provided, the greater the tendency of consumers to make purchases. This finding is in line with Kotler's view (2009), which states that marketing is a social as well as managerial process that allows individuals as well as groups to fulfill their needs as well as desires through creation, offering, as well as exchange of products as well as values. The better the service provided, the more likely customers are to make a purchase. Service quality reflects the extent to which service standards meet or exceed customer expectations (Pujiwati et al., 2023). The success of a service provider in delivering quality service depends on its ability to consistently meet customer expectations (Akbar, 2024). These findings are consistent with research by Akbar (2024), which revealed that service quality significantly affects purchase decisions.

The results from the respondent characteristics show that the group most frequently purchasing cosmetic products at Sociolla Mall Boemi Kedaton is students, comprising 49%. This problem is caused by a consumptive tendency that is generally shown by students. Based on Wahyuni & Sadriani's quote (2023), female students tend to buy makeup products more than just their basic needs. Social media facilitates

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

students to connect with beauty influencers, where product reviews and makeup tutorials posted on platforms such as Instagram, TikTok, and YouTube can spark interest in certain products (Latifa & Hakim, 2023). In addition, internal factors such as motivation, lifestyle, and learning experience also contribute to forming consumptive habits in wearing makeup (Wahyuni & Sadriani, 2023).

In addition, based on gender and age factors, the group that buys the most cosmetic products at Sociolla Mall Boemi Kedaton is women, which reaches 97%, with most of them aged between 17 to 24 years (64%). This is due to the interest of teenagers, especially women, in exploring various aspects of life, including improving their appearance through cosmetics. Adolescence is a formative stage for consumptive habits, as well as loyalty to a product often begins during this period. The most commonly used cosmetic products by teenagers are skincare products (Lestari & Widayati, 2022). Meanwhile, adult women aged 20-24 years tend to be more exploratory in their use of facial cosmetics. In the 25-34 age range, the demand for cosmetic products increases. However, women aged 35-50 tend to prefer skincare products over decorative makeup such as eyeshadows as well as eyeliners, focusing more on moisturizers as well as night creams (Rahmani, 2019). This finding aligns with Gunawan et al. (2024), which states that the highest cosmetic purchasing rate occurs among women aged 18-25, part of Generation Z.

Based on the monthly income category, the group with an income between Rp2,000,000 to Rp3,000,000 is the one who most often buys cosmetic products at Sociolla Mall Boemi Kedaton, with a proportion of 31%. This phenomenon is influenced by the growth of local cosmetic brands in Indonesia that offer quality products at affordable prices, so that they can be accepted by all segments of the community. Brands such as Emina, Latulipe, Viva, Purbasari, Wardah, Makeover, LT Pro, BLP, as well as Mustika Ratu are examples of local brands (Permatasari et al., 2022). The affordable prices of local Indonesian cosmetic brands drive increased sales as well as raise public awareness of local skincare products (Nawiyah et al., 2023).

Additionally, based on the frequency of purchases, the group most frequently purchasing cosmetic products at Sociolla Mall Boemi Kedaton consists of customers who shop more than three times, comprising 67%. This is because a pleasant store atmosphere increases consumer comfort as well as satisfaction while shopping, leading to a more enjoyable shopping experience. This can encourage consumers to spend more time as well as money due to the attractive store atmosphere. The physical environment or store atmosphere influences purchase decisions more than the products offered. A

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

well-designed store layout as well as design can encourage customers to shop as well as increase their likelihood of returning if they are satisfied (Apriliani & Giantari, 2015).

Based on the service quality indicators, it was found that the main factor driving consumers to purchase cosmetics at Sociolla Mall Boemi Kedaton is reliability. According to Kosasih (2016), reliability has a significant impact on purchase decisions. Reliability refers to the probability or likelihood, over a certain period, that a product will succeed in its intended use (Hakim et al., 2020). A company that demonstrates reliability in meeting customer needs can influence their purchase decisions.

CONCLUSION

Service quality has been shown to have a positive as well as significant impact on consumer purchase decisions at Sociolla Mall Boemi Kedaton, contributing 72.6%. This suggests that optimal service can enhance the customer experience as well as encourage greater purchasing decisions. The majority of cosmetic buyers at Sociolla Mall Boemi Kedaton are students, comprising 49%. The key factors influencing their consumptive behavior include external aspects such as social media as well as environmental influences, as well as internal factors like lifestyle, self-concept, as well as motivation. Most cosmetic consumers are women (97%), with the majority being aged 17–24 years (64%). This age group tends to be more active in experimenting with ways to improve their appearance. In terms of income, the majority of buyers fall within the medium monthly income range (31%). Affordable prices from various local cosmetic brands are among the primary reasons for the high purchasing rates among these consumers. Furthermore, a comfortable as well as pleasant store atmosphere plays a crucial role, with 67% of customers visiting more than three times. This contributes to an increase in customer loyalty towards the cosmetic products available at Sociolla Mall Boemi Kedaton. Based on service quality indicators, the main factor that attracts consumers to shop at Sociolla Mall Boemi Kedaton is reliability. This aspect reflects Sociolla's ability to provide accurate, trustworthy, as well as consistent services, thereby meeting customer needs as well as expectations optimally.

REFERENCE

Aisyah, S. (2022) Analysis of the Role of Internal Auditors in Marketing Functions (Promotion) at Hotel Transit Syariah Medan. *Accumulated Journal (Accounting as well as Management Research Edition)*, *3*(2), 198-206.

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

Akbar, M. A. (2024) The Influence of Consumer Behavior as well as Service Quality on Purchase Decisions of Martabak Bangka Terang Bulan Arum Medan. SENASTHEK, 343–350.

Alfaruq, M. A. (2019) Analysis of the Impact of Store Atmosphere, Sales Promotions, as well as Service Quality on Consumer Purchase Decisions at Transmart Carrefour Bintaro. UIN Syarif Hidayatullah, Jakarta.

Aulia, M. F., & Wibawa, B. M. (2020) Measurement of Customer Satisfaction as well as Loyalty at Make Over Cosmetics Retail Store in Surabaya. Jurnal Sains dan Seni ITS, 9(1), D15-D20.

Apriliani, N. P. D. A., & Giantari, I. G. A. K. (2015) The Influence of Store Atmosphere as well as Location on Consumer Repurchase Intentions at Sekawan Minimarket, Tabanan. E-Jurnal Manajemen Unud, 4(2), 372–383.

Dedy, A., & Alfandi, Y. (2022) The Impact of Service Quality as well as Hotel Facilities on Customer Satisfaction at Sari Ater Hot Springs Resort Ciater. Jurnal Sains Manajemen, 4(1), 18-25.

Diantary, N. L., Susanti, P. H., & Diputra, G. I. S. (2023) The Influence of Promotional Strategies and Service Quality on Purchase Decisions at Ve Beauty Cosmetics Store in Denpasar. Widya Amrita: Journal of Management, Entrepreneurship, as well as Tourism, 3(11), 2293–2300.

Ghozali, I. (2018) Application of Multivariate Analysis with IBM SPSS 25 Program (9th ed.). Badan Penerbit Universitas Diponegoro.

Gunawan, Y. A., Setyaningrum, I., & Sinaga, F. D. E. L. (2024) A Study of Gen Z Female Consumer Preferences towards Chinese Cosmetics Products on Shopee E-Commerce. COSTING: Journal of Economic, Business, as well as Accounting, 7(4), 10930–10940.

Hakim, A. L., Faizah, E. N., Wahyuningsih, Y., & Megasyara, I. (2020) Product Quality as well as Service Quality on Loyalty: A Research Review. Management, as well as Business Research, 3(2). Retrieved from www.jember.umla.ac.id

Harjanti, D., & Gunawan, T. G. (2023) The Influence of Service Quality as well as Store Environment on Impulse Buying through Positive Emotion at Sociolla. Majalah Ekonomi, 28(01), 52–67. https://doi.org/10.36456/majeko.vol28.no01.a7429

Jannah, D. R. (2022) The Influence of Store Atmosphere, Price, as well as Service Quality on Purchase Decisions at Indomaret Compreng Widang Tuban. UIN Sunan Ampel Surabaya.

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

Katadata.co.id. (2022) Products Most Purchased in E-Commerce as well as Physical Stores. Retrieved from https://databoks.katadata.co.id/infografik/2022/09/08/banyak-konsumen-lebih-pilih-e-commerce-untuk-belanja-fashion

Kosasih, M. P. P. (2016) Reliability, Responsiveness, as well as Empathy as well as Their Influence on Purchase Decisions at Princess Cosmetic. PERFORMA: Journal of Management as well as Start-Up Business, 1(2), 207–216.

Kotler, P., & Armstrong, G. (2016) Principles of Marketing (12th ed., Vol. 1). Jakarta: Erlangga.

Kotler, P., & Keller, K. L. (2009) Marketing Management (13th ed., Vol. 1). Jakarta: Erlangga.

Kotler, P., & Keller, K. L. (2018) Marketing Management (15th ed.). Global edition: Pearson.

Latifa, A., & Hakim, Z. A. (2023) Consumer Behavior on Skin-care Product Purchases Based on Self-Control in Arisan Bhayangkari Community Members. Jurnal Psikologi Terapan (JPT), 4(2), 72. https://doi.org/10.29103/jpt.v4i2.10210

Lestari, R. D., & Widayati, A. (2022) Cosmetics Usage Profile Among Female Adolescents at SMK Indonesia Yogyakarta. Majalah Farmaseutik, 18(1), 8. https://doi.org/10.22146/farmaseutik.v18i1.70915

Nawiyah, N., Kaemong, R. C., Ilham, M. A., & Muhammad, F. (2023) The Causes of the Influence of Indonesia's Market Growth on Local Skin Care Products in 2022. ARMADA: Multidisciplinary Research Journal, 1(12), 1390–1396. https://doi.org/10.55681/armada.v1i12.1060

Noorathasia, N., Octavianti, M., & Rahmawan, D. (2023) Sociolla's Content Marketing Strategy on the Beauty Journal Website. Comdent: Communication Student Journal, 1(1), 75. https://doi.org/10.24198/comdent.v1i1.45773

Permatasari, D., Suryo, H., & Siswanto. (2022) Brand Image of Wardah Cosmetics to Attract Purchase Interest (Case Study on Fisip University Students, Slamet Riyadi University Surakarta). Solidaritas, 6(2).

Pujiwati, M., Dewi, R. S., & Hadi, S. P. (2023) The Influence of Price, Product Quality, as well as Service Quality on Consumer Purchase Decisions (Study on Oasis Bubble Milktea and Dessert Consumers in Magelang). Jurnal Ilmu Administrasi Bisnis, 12(3), 729–737. https://ejournal3.undip.ac.id/index.php/jiab

Putri, A., Anendra, Y., Nurcahyani, D., Fatihah, R. N., Anggraini, Y. A., Saputra, A. O., & Sudiantini, D. (2024) Analysis of Service Quality on Customer Satisfaction: A

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

Comparison of Sociolla Cosmetics Store as well as Guardian Cosmetics Store at Summarecon Mall Bekasi. Jurnal Manajemen Dan Pemasaran Digital (JMPD), 2(3), 154–162. https://creativecommons.org/licenses/by/4.0/

Rahmani, P. I. (2019) The Influence of Consumptive Behavior as well as Country of Origin on Cosmetic Purchase Decisions (Study on Working Women in Surabaya Area). Jurnal Ilmu Manajemen, 7(2), 508–514.

Sari, M., Rachman, H., Astuti, N. J., Afgani, M. W., & Siroj, R. A. (2023) Explanatory Survey in Quantitative Descriptive Research Methodology. Jurnal Pendidikan Sains Dan Komputer, 3(01), 10-16.

Statista. (2022) Online vs Offline Purchase by Category. Retrieved from https://www.statista.com/forecasts/823402/online-vs-offline-purchases-by-category-in-indonesia

Sugiyono. (2019) Quantitative, Qualitative, and R&D Research Methods. Alfabeta.

Wahyuni, H., & Sadriani, A. (2023) Consumptive Behavior of FIS UNM Students in Purchasing Makeup and Skincare Products. Pinisi Journal of Sociology Education Review, 3(2), 283. http://dx.doi.org/10.26858/pjser.v0i2.51643

Zain, A. A. (2022) The Influence of Service Quality on Consumer Satisfaction. Al-Maqashid: Journal of Economics and Islamic Business, 2(2), 47-5.

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