# The Influence of Hedonism, Group References, and Brand Image on iPhone Purchase Decisions in Lampung Province

[1]Sumaria Liswita
*Faculty Economics and Business*
*IIB Darmajaya*
*Bandar Lampung, Indonesia*
sumarialiswita115@gmail.com

[2] Hafidh Faresi Ifanka
*Economics and Business Faculty*
*IIB Darmajaya*
*Bookies Lampung, Indonesia*
hafidhifan1012@gmail.com

[3] Suhaila Sideh
*Economics and Business Faculty*
*IIB Darmajaya*
*Bandar Lampung, Indonesia*
suhaila.sideh@mail.darmajaya.ac.id

*Abstract -* iPhone is one of Apple Inc's main products which plays a significant role in meeting consumer needs for sophisticated technology and entertainment. In addition, the assumption of certain groups in society that associate iPhone products with exclusivity and hedonic life activities means that the iPhone has its own fans. This research aims to explore the factors that influence the decision to purchase an iPhone smartphone, with a focus on psychological aspects involving hedonism, the influence of reference groups, and brand image. Through a better understanding of the influence of hedonism, reference groups, and brand image on consumer behavior, this research can make a valuable contribution to the understanding of the increasingly complex and competitive smartphone market. The aims of this This to find out how much the influence of Hedonism, Group References, and Brand Image on iPhone Purchase Decisions in Lampung Province.

The research method used is associative causality with purposive sampling technique. Data was collected through a questionnaire with 100 sample and was processed using PLS SEM. The results of this research show that hedonism and brand image affected the iPhone purchase decision in Lampung Province, while the reference group has no effect on the iPhone purchase decision in Lampung Province.

*Keywords—Hedonism, Reference Group, Brand Image, Purchase Decision*.

## I. INTRODUCTION

In an era that is increasingly tied to technology, people's daily lives are increasingly blended with the many accesses and conveniences that occur from the impact of technology. One of them is that the public's need for technological access tools, in this case smartphones, continues to increase. Various offers of specifications, product branding, dissemination of lifestyle trends and even price competitions have made the smartphone market dynamic and competitive.

Broadly speaking, smartphones are divided into two types, namely iOS and Android. The iOS type is owned by a smartphone produced by the Apple Inc brand called the iPhone, while Android is a type of smartphone issued by other brands besides Apple Inc.

The launch of iPhone products is always a hot topic of conversation in society. The impression of exclusivity and the image of a hedonistic lifestyle created by the Apple Inc group and iPhone product lovers attracts large groups of people who want to build their self-image.

The results of a national Central Statistics Agency survey show that of Indonesia's total population of 270.6 million people, 63.5% were recorded as using smartphones in 2023 [1]. The majority of smartphone users in Indonesia are those aged 75, 59% [2].



*Figure 1.1*
*The population of Lampung Province by age and gender*
*(Source: BPS Lampung Province)*

Based on data obtained from direct interviews with Lampung Province BPS officers, smartphone users in Lampung Province are dominated by residents aged 15-44 years with a percentage reaching 75% or 47.65% of the total population of Lampung Province in 2023. Based on data compiled from Media.Indonesia in the last 3 years, the iPhone has succeeded in maintaining its position as the flagship smartphone that is most popular with the public every year.

However, in this business phenomenon, the superiority and brand image offered by the iPhone is not followed by sales developments that continue to rise. This represents that the purchase of iPhone products is influenced by consumer purchasing decision factors which are still influenced by the performance and image of other smartphone brands. By knowing these conditions, it is hoped that we can find out whether hedonism, reference group and brand image factors influence the decision to purchase iPhone products in Lampung province.

## II. THEORETICAL FRAMEWORK

### Hedonism

Hedonism is a manipulation where the main good in this life is pleasure [3]. Another opinion means that hedonisms is the tendency to shop but has a negative connotation accompanied by emotional aspects such as satisfaction and pleasure in carrying out an activity. [2]. Hedonic connotes wasteful consumption that is not sustainable [4]. Hedonic value is relatively more ambiguous, subjective and personal and not in line with goals [5].

Hedonism is commonly associated with a life of pleasure and extravagant spending without considering the consequences, including the future disasters it may bring. This understanding of hedonism ultimately threatens humanity's future and the environment as it shifts human life towards worshiping material pleasure and happiness [6] Someone who has a hedonic nature usually makes purchasing decisions in a short time without comparing one product with another. [7]. The creation of emotional value influences the formation of consumer or customer hedonism when shopping [8]. Indicators for measuring hedonism according to Kasali [9], include liking to be the center of attention, consumption behavior, emotional response

### Group Reference

A reference group is a group that has a direct or indirect influence on a person's attitudes or behavior [10]. Reference groups will be used by someone to look for references or comparisons that will provide standard values that influence consumer behavior. Reference group measurement indicators include, among others, according to [11], namely: social groups, influence of needs, and influence of information. reference group is an individual or a real or virtual group who imagines having the same assessment of aspirations or consumer behavior [12]. Brand Image Image is an impression of thoughts or things that a person can feel when they see or hear a brand that they already know about. [6]. Meanwhile, brand image can be interpreted as a person's overall perception of a product

which is formed from knowledge and experience of the product or brand in the past [13].

The factor that influences consumer buying interest is brand image. When a brand built by a company has a positive image in society, consumers will make a certain product that has good quality from a consumer's point of view. With a brand that is built positively, consumers will have more confidence in buying so that their buying interest will be higher [14].

Someone who understands brand image will have unique characteristics in distinguishing the advantages of each product [15]. Brand image is a guide that will be used by consumers to evaluate products when consumers do not have sufficient knowledge about a product [16]. Indicators for measuring brand image in research conducted by [3], include: Benefits of brand associations, Strength of brand associations and Uniqueness of brand associations.

### Buying decision

Purchasing decisions are part of consumer behavior, namely the study of how individuals, groups and organizations choose, buy, use and how goods, services, ideas or experiences satisfy their needs and desires [17]. The purchasing decision indicators used in this research are, stability of a product, habits in buying products, speed in buying products [17]. Purchasing decision indicators include: stability of a product, habits in purchasing products, and repeat purchases [18]. Purchasing decisions are influenced by consumer perceptions of the product. Factors that influence purchasing decisions are the age of the company. The longer the industry, the better the consumer's perception of purchasing decisions will be [19]. One of the dimensions in purchasing decisions is brand choice; in choosing a brand, consumers see the suitability of price, benefits, and good product image [20].

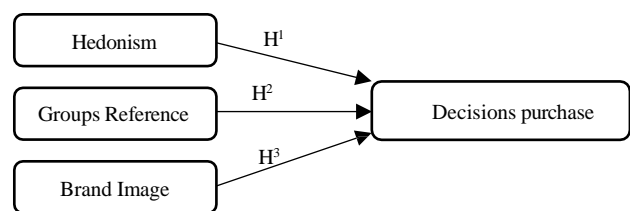### Research Framework



*Fig. 2.1 Research framework*

### Hypothesis Development

H1: Hedonism Influences iPhone purchase Decisions in Lampung Province

H2: Reference Groups Influences iPhone purchase Decisions in Lampung Province

H3: Brand Image Influences iPhone purchase Decisions in Lampung Province

## III. RESEARCH METHODS

This research uses associative causality research methods. Which aims to determine the influence or relationship between one or two variables [21]. The data sources used are primary and secondary data with questionnaires distributed as the data collection method. Data collection on questioner uses the following interval scale:

**Table 3.1**
**Likert Scale Table**

| Assessment | Score | Scale |
|---|---|---|
| Strongly Agree (SS) | 5 | |
| Agree (S) | 4 | |
| Neutral (N) | 3 | Interval Scale |
| Disagree (TS) | 2 | |
| Strongly Disagree (STS) | 1 | |

The population and sample in this study were iPhone smartphone users who live in Lampung province. The sampling technique uses a purposive sampling method whereThe sample has certain criteria according to the research objectives. While the population is calculated based on the Slovin formula with an error rate of 10%, the sample calculation is as follows:

$$n = \frac{N}{1 + Ne^2}$$

n : Number of samples

N : Population Number

e : Error rate limit

n = 4,327,050 / (1+4,327,050(0,1)2)

= 99.9

So, the number of respondents in this study was 99.9 which was rounded up to 100 respondents with the following criteria:

1. iPhone users in the last 5 years
2. Lives in Lampung province
3. Age 15-44 years
4. Male and female gender

### Data analysis method

In this research the collected data was analyzed using the Partial Lease Square (PLS) approach. PLS is a component-based Structural Equation or variant of the Equation Model (SEM) model. PLS is an alternative approach that shifts from the covariance-based to variance-based SEM approach. Covariance-based SEM generally tests causality/theory while PLS is more of a predictive model [6].

According to [6]. PLS is a powerful analysis This method is because it is not based on many assumptions. For example, data must be normally distributed. The sample does not have to be large. Square partial rent can be used to confirm the theory, PLS can also be used to explain whether there is a relationship between latent variables. The purpose of PLS is to help researchers for prediction purposes.

The weight estimates for creating latent variable score components are obtained based on the inner model, namely the structural model that connects the latent variable and the outer model or measurement model, namely the relationship between the indicators and the specified construct. The result is the residual variance of the dependent variable, the construct is formed reflectively, the indicators and parameter estimates obtained by PLS can be categorized into three. The first is the estimation of the weights used to create latent variable scores. Second, it reflects the estimated paths connecting latent variables and between latent variables and their indicators (loading). Third, it relates to means and location parameters (constant regression values) for indicators and latent variables.

According to [6]. PLS uses a 3-stage iteration process and each iteration stage produces an estimate. The first stage produces estimated weights, the second stage produces estimates for the inner model and outer model, and the third stage produces estimates of means and locations.

### 1. Measurement Model or Outer Model

Convergent validity: From the measurement model with reflective model indicators, the score is based on the correlation between item scores/component scores and construct scores calculated using PLS. The reflective measure is said to be high if it correlates more than 0.70 with the construct to be measured. However, for research in the initial stages of developing a measurement scale, a loading value of 0.5 to 0.60 is considered sufficient [22]. The discriminant validity of the measurement model with reflective indicators was assessed based on cross-loading measurements with the constructs. If the correlation with the measurement item is greater than the measure of the other construct, then the item will be greater than the measure of the other construct indicating that the latent construct predicts block size better than the latent construct the measure of the other construct, it will appear that the latent construct predicts block size better than other block sizes. The reliability of composites that measure a construct can be evaluated with two types of measures, namely internal consistency and Cronbach's Alpha [6].

### 2. Structural Model or Inner Model

Inner Model (inner relationship, structural model and substantive theory) describes the relationship between latent variables based on substantive theory. The structural model was evaluated using R-square for dependent constructs, Stone-GeisserQ-square test for predictive relevance and t test and significance of structural path coefficient parameters.

In assessing the model with PLS, start by looking at the R-square for each dependent latent variable. The interpretation is the same as the interpretation in regression. Changes in the R-square value can be used to assess the influence of certain independent latent variables on the dependent variable, whether the latent variable has a substantive influence [3].

Apart from looking at the R-square value, the PLS model was also evaluated by looking at the predictive relevance of the Q-square for model construction. Q-square measures how well the model produces the observed values and also the parameter estimates.

### Hypothesis testing

The significance measure of hypothesis support can be used to compare T-table and T-statistic values. If the T statistic is higher than the T table value, it means the hypothesis is supported or accepted [20] In this study, for a confidence level of 95% (alpha 95 percent), the T- table value for one hypothetical tail with a T value of 1.645 and for 2 tails (two tailed) with a T value of 1.960.

## IV. RESULTS AND DISCUSSION

The following are the measurements of the independent variables and dependent variables that will be measured in this research as follows.

### Data Analysis Results

The data processing technique uses the SEM method based on Partial Least Square (PLS) testing to see the Fit Model of a study [23].
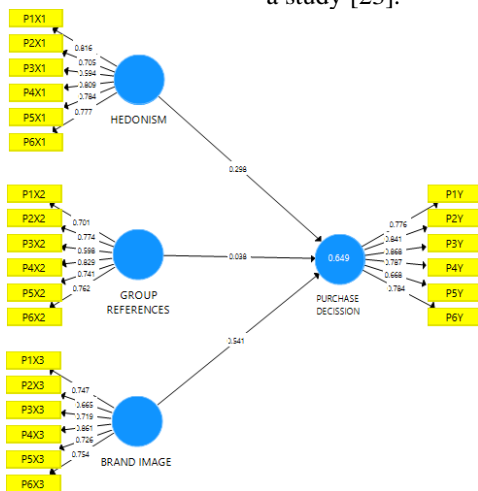


*Fig 4.1 Outer Model*

Based on the data processing carried out using the SmartPLS application, it can be seen in the image of each variable where the outer model value or correlation between the construct and the variable is.

### Composite Reliability Measurement

The reliability test is carried out by looking at the Reliability value
Composite of blocks of dimensions that measure a construct. The Composite Reliability results will show the value satisfactory if above 0.7. This means the data obtained reliable, meaning the Composite Reliability value at the output is

**Table 4.1**
**Composite reliability**

| Variable | Composite Reliability | Conclusion |
|---|---|---|
| Hedonism (X1) | 0.885 | Reliable |
| Group References (X2) | 0.883 | Reliable |
| Brand Image (X3) | 0.876 | Reliable |
| Purchase Decision (Y) | 0.908 | Reliable |

Based on this table, it can be seen that the variables hedonism, group reference, brand image and then the variable Y purchase decision show values that can be reliable or dependable.

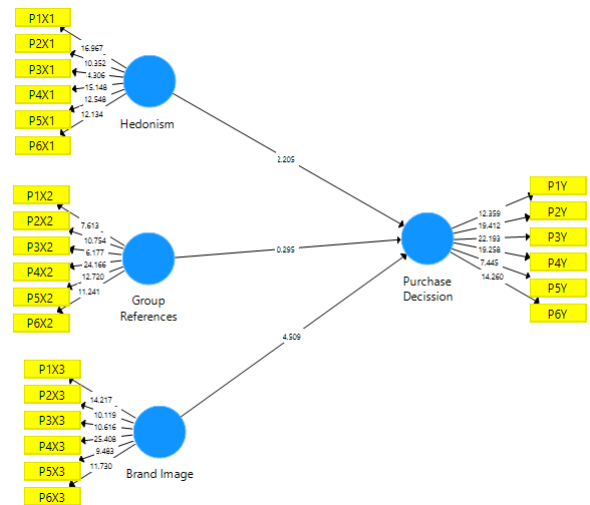### Structural Model Testing (Inner model)



*Fig. 4.2 Bootstrapping*

Testing using Bootstrapping aims to minimize abnormal problems in research data.

### R-Square Value

**Table 4.2**
**R-Square**

| R Square Variable | R Square |
|---|---|
| Purchase Decission (Y) | 0.649 |

*Sources: Data Processed by PLS 2023*

From the results of the R-Square test, it shows that hedonism, group reference, brand image are able to explain the Purchase Decision variable with results of 0.649 or 64.9%, while the rest is influenced by other variables.

### Hypothesis Testing Results

**Table 4.3**
**Path Analysis**

| Variabel | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (|O/STDEV|) | P Values |
|---|---|---|---|---|---|
| Brand Image -> Purchase Decission | 0.541 | 0.540 | 0.120 | 4.509 | 0.000 |
| Group References -> Purchase Decission | 0.038 | 0.051 | 0.128 | 0.295 | 0.768 |
| Hedonism -> Purchase Decission | 0.298 | 0.293 | 0.135 | 2.205 | 0.028 |

*Sources: Smart PLS Report Output 2023*

1. H1: The influence of hedonism on purchasing decisions in Lampung province

    The results of testing the hypothesis of the influence of hedonism on purchasing decisions obtained a p value of 0.000 so it can be seen

that the hedonism variable influences the decision to purchase an iPhone.

2. H2: The influence of reference groups on purchasing decisions in Lampung province
The results of testing the hypothesis of the influence of reference groups on purchasing decisions obtained a p value of 0.768 so it can be seen that the reference group variable has no influence on iPhone purchasing decisions.

3. H3: The influence of brand image on purchasing decisions in Lampung province
The results of hypothesis testing on the influence of brand image on purchasing decisions obtained a p value of 0.028, so it can be seen that the reference group variable influences iPhone purchasing decisions.

## V. CONCLUSION

**Conclusion**

Based on the results of data analysis and hypothesis testing "The Influence of Hedonism, Reference Groups, and Brand Image in iPhone Smartphone Purchases
The decisions that have been made in Lampung Province can be concluded as follows:

1. Hedonism influences the decision to purchase an iPhone smartphone in Lampung Province.
2. The reference group does not have a significant influence on the decision to purchase an iPhone smartphone in Lampung province.
3. Brand image influences the decision to purchase an iPhone smartphone in Lampung province.

This research makes a unique contribution by revealing that hedonism, or sensory satisfaction and positive experiences, is one of the main drivers in iPhone purchasing decisions in Lampung Province. In addition, the finding that the iPhone is associated with exclusivity and a hedonistic lifestyle proves that this perception plays a key role in creating fans of iPhone products among the public.

From a theoretical perspective, this research provides a deeper understanding of the psychological factors that motivate consumer purchasing decisions in the context of an increasingly complex and competitive smartphone market. The managerial implications include an emphasis on hedonism-oriented marketing and efforts to strengthen the iPhone brand image as an exclusive product.

It should be acknowledged that this research has limitations, such as the use of samples from Lampung Province which may not fully represent variations in consumer preferences throughout Indonesia. In addition, external factors such as economic conditions and technological trends can also influence research results.

For future research, it is recommended to expand the sample scope and involve respondents from various demographic backgrounds. Additionally, integrating additional variables such as product innovation, price, and other economic factors can provide further insight into smartphone market dynamics. Furthermore, research could involve qualitative methods to gain a deeper understanding of consumer perceptions of the iPhone and other smartphones.

This research is different from previous research, this research uses the PLS SEMS analysis tool.

## *References*

[1] A. R. Maharsi, R. S. Njotoprajitno, B. Hadianto, and J. Wiraatmaja, "The Effect of Service Quality and Customer Satisfaction on Purchasing Intention: A Case Study in Indonesia," *J. Asian Financ. Econ. Bus.*, vol. 8, no. 4, pp. 475–482, 2021, doi: 10.13106/jafeb.2021.vol8.no4.0475.

[2] NA Anggraeni and PSI Wicaksono, "Enrichment: Journal of Management The influence of price product quality and brand image on purchase decisions bear brand milk," vol. 13, no. 2, 2023.

[3] DK Setyaningsih, "THE INFLUENCE OF BRAND IMAGE, HEDONIC LIFESTYLE AND PRICE ON THE DECISION TO PURCHASE A RABBANI HIJAB (Study of female students at the Ma'had Mambaul Qur'an Islamic Boarding School in Munggang Bawah in Wonosobo)," *J. Econ. Bus. Eng.* , vol. 1, no. 2, pp. 311–318, 2020, doi: 10.32500/jebe.v1i2.1226.

[4] Z. Razzaq, A. Razzaq, S. Yousaf, and Z. Hong, "The Impact of Utilitarian and Hedonistic Shopping Values on Sustainable Fashion Consumption: The Moderating Role of Religiosity," *Glob. Bus. Rev.* , vol. 19, no. 5, pp. 1224–1239, 2018, doi: 10.1177/0972150918777947.

[5] H. G. Parsa, B. K. Shuster, and M. Bujisic, "New Classification System for the U.S. Restaurant Industry: Application of Utilitarian and Hedonic Continuum Model," *Cornell Hosp. Q.*, vol. 61, no. 4, pp. 379–400, 2020, doi: 10.1177/1938965519899929.

[6] Mohammad Farraas Salsabiil and Nuruni Ika Kusuma W, "The Influence of Brand Love and Hedonistic Lifestyle on the Purchasing Decision of Iphone Smartphones (A Study on Iphone Users From Generation Z in Surabaya)," *Indones. J. Bus. Anal.*, vol. 3, no. 3, pp. 583–588, 2023, doi: 10.55927/ijba.v3i3.4836.

[7] J. Li, A. Abbasi, A. Cheema, and L. B. Abraham, "Path to Purpose? How Online Customer Journeys Differ for Hedonic Versus Utilitarian Purchases," *J. Mark.*, vol. 84, no. 4, pp. 127–146, 2020, doi: 10.1177/0022242920911628.

[8] P. N. Fadilah, M. Pudail, and A. N. Alfiyanto, "Analysis of Consumer Behavior Factors in Purchasing Woven Bag Craft Products in the Perspective of Maqāṣid Al-Sharīʿah (Case Study of Presidio Village, Grabag District, Magelang Regency)," *JESI (Jurnal Ekon. Syariah Indones.*, vol. 13, no. 2, p. 287, 2023, doi:

10.21927/jesi.2023.13(2).287-300.

[9]     A. Amirullah, M. Zulkarnain, and Y. Astuti, "Lifestyle and Group RAmirullah, A., Zulkarnain, M., & Astuti, Y. (2021). Lifestyle and Reference Groups on iPhone Purchase Decisions," *J. Ekon. Struggle* , vol. 2, no. 1, pp. 1–12, 2021.

[10]    A. Yusuf and D. Sunarsi, "The Effect of Promotion and Price on Purchase Decisions," *Almana J. Manaj. and Business* , vol. 4, no. 2, pp. 272–279, 2020, doi: 10.36555/almana.v4i2.1410.

[11]    Z. Riyanto and Z. Riyanto, "Analysis of the Behavior of Science and Technology Students in Using Smartphones (Gadgets) to Improve Academic Achievement," *PERFORMA Media Ilm. Tech. Ind.* , vol. 17, no. 2, pp. 132–138, 2019, doi: 10.20961/performa.17.2.28802.

[12]    A. D. Basallama and M. Ariyanti, "The Influence of Reference Group on Purchase Decision of Iphone Products With Lifestyle as A Moderating Variable (Case Study: Iphone Product Users In Indonesia)," *J. Manaj. Indones.*, vol. 23, no. 1, p. 73, 2023, doi: 10.25124/jmi.v23i1.4178.

[13]    Y. Nur, "The Effect of Lifestyle, Brand Image, and Product Quality on Iphone Purchase Decisions," *J. Econ. Resour.*, vol. 5, no. 2, pp. 443–455, 2022, [Online]. Available: https://id.fxssi.com

[14]    N. Rohmah, "The Influence of Brand Image , Religiosity and Halal Labels on Purchasing Decisions of Packaged Food Products ( Case Study of IAIN Pekalongan Students )," vol. 1, pp. 480–503, 2023.

[15]    E. Febrianty, H. Pudjoprastyono, and RR Ariescy, "The Influence of Product Quality, Brand Image and Lifestyle on iPhone Smartphone Purchase Decisions:," *Al-Kharaj J. Ekon. Finance. Sharia Business* , vol. 6, no. 2, pp. 2870–2881, 2023, doi: 10.47467/alkharaj.v6i2.4227.

[16]    T. Daryadi and YR Dandono, "The Influence of Product, Brand Image, Price, and Corporate Cooperation Service on Company Performance," ... *Manag. Bus. ...* , vol. 2, no. 2, pp. 79–93, 2023, [Online]. Available: https://journal.adpebi.com/index.php/IJMBA/article/download/698/642

[17]    P. KOTLER, V. WONG, J. SAUNDERS, and G. ARMSTRONG, *Principles of Marketing. FOURTH EUROPEAN EDITION* , vol. 38, no. 151. 2005.

[18]    V. Senggetang, SL Mandey, and S. Moniharapon, "The Influence of Location, Promotion and Price Perception on Consumer Purchase Decisions in Kawanua Emerald City Manado Housing (The Influence of Location, Promotion and Price Perception To Consumer Purchase On Kawanua Emerald City Manado Housing)," *J. EMBA* , vol. 7, no. 1, pp. 881–890, 2019, [Online]. Available:

https://ejournal.unsrat.ac.id/index.php/emba/article/view/22916

[19]    YD Phenina, M. Mangantar, and RT Saerang, "the Influence of Brand Prestige and Brand Credibility on Purchase Intention of Apple Iphone By Sam Ratulangi University Students The Influence of Brand Prestige and Brand Credibility on Purchase Intention of Apple Iphone by Sam University Students Ratulangi," *J. EMBA* , vol. 10, no. 1, pp. 1227–1235, 1227.

[20]    L. A. Sihombing, S. Suharno, K. Kuleh, and T. Hidayati, "The Effect of Price and Product Quality on Consumer Purchasing Decisions through Brand Image," *Int. J. Financ. Econ. Bus.*, vol. 2, no. 1, pp. 44–60, 2023, doi: 10.56225/ijfeb.v2i1.170.

[21]    T. W. Handoyo and L. Mani, "Repurchase Decision on iPhone in Indonesia; The Influenced of Social Media between Utilitarian and Hedonic Values in Customer Satisfaction," *Turkish J. Comput. Math. Educ.*, vol. 12, no. 6, pp. 4825–4834, 2021.

[22]    JR Mariana and Subarjo, "The Influence of Product Quality, Electronic Word Of Mouth (E-Wom), and Product Innovation on Intention to Buy iPhone Products at the Apple Store in Yogyakarta," *JPT J. Educator. Tambusai* , vol. 7, p. 24160, 2023, [Online]. Available: https://www.jptam.org/index.php/jptam/article/view/10437

[23]    MR Tsani, T. Trisuwalo, and A. Sudrajat, "The Influence of Consumer Culture and Reference Groups on the Habits of Buying Handicrafts in Gift Shops," *JEMMA (Journal of Econ. Manag. Accounting)* , vol. 4, no. 1, p. 52, 2021, doi: 10.35914/jemma.v4i1.629.

[24]    J. Silva, J. C. Pinho, A. Soares, and E. Sá, "Antecedents of online purchase intention and behaviour: Uncovering unobserved heterogeneity," *J. Bus. Econ. Manag.*, vol. 20, no. 1, pp. 131–148, 2019, doi: 10.3846/jbem.2019.7060.

[25]    T. Salsabila *et al.*, "DEMAnD Digital Economic, Management and Accounting Knowledge Development PENGARUH CITRA MEREK DAN GAYA HIDUP TERHADAP KEPUTUSAN PEMBELIAN SMARTPHONE IPHONE," vol. 03, no. 02, pp. 21–32, 2021.

[26]    P. Q. Brito and J. Pratas, "Tourism brochures: Linking message strategies, tactics and brand destination attributes," *Tour. Manag.*, vol. 48, pp. 123–138, 2015, doi: 10.1016/j.tourman.2014.10.013.

[27]    AD Wulansari and MB Setiawan, "The Influence of Brand Image, Lifestyle and Reference Groups on iPhone Purchase Decisions," *Econ. Digits. Bus. Rev.* , vol. 4, no. 1, pp. 338–348, 2023.

[28]    L. Hamdan *et al.* , "Impact of Human Capital Development and Human Capital Isolation Mechanisms on Innovative Performance: Evidence from Industrial Companies in Jordan," vol. 11, no. 15, pp. 129–139,

2019, doi: 10.7176/EJBM.

[29]     Yuniwinarti and EZ Zed, "The Influence of Product
         Quality Price and Promotion on Purchase Decisions of
         Hijab Rabbani Syar'i Model at the Rabbani Villa
         Mutiara Cikarang Selatan Store," *J. Ekon.* , vol. 12, no.
         03, pp. 148–161, 2023.