



The Influence of Price, Endorser, and Location on Navi Wear Purchase Decisions

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ABSTRACT

This study aims to analyze the influence of price, celebrity endorser, and location on consumer purchase decisions at Navi Wear Clothing Store in Denpasar. This research is motivated by sales fluctuations and high competition in the fashion business in Denpasar City. The research method used was a quantitative approach with survey techniques through the distribution of questionnaires to 100 respondents who were selected using the purposive sampling method. The data obtained was analyzed using multiple linear regression with the help of the SPSS program. The results of the study show that partially price, celebrity endorser, and location have a positive and significant effect on consumer purchase decisions. In addition, simultaneously these three variables also have a positive and significant effect on consumer purchase decisions at Navi Wear Clothing Stores in Denpasar. The findings of this study show that the right pricing strategy, effective use of celebrity endorser, and strategic business location selection play an important role in improving consumer purchasing decisions.

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INTRODUCTION

Over the past ten years, the fashion business in Indonesia has grown quickly and is now one of the primary parts of the creative economy, making up 17.6% of the overall GDP of the creative economy (Kemenparekraf, 2024). The increase is also helped by the rise of local businesses and the growth of the fashion market, both online and offline (Antara News, 2025). Fashion is one of the most important parts of Bali's tourism and creative economy, and the number of businesses in this area keeps growing every year (Disperindag Bali, 2024). Balinese fashion, which focuses on tropical, natural, and easygoing styles, has become more popular with both visitors and locals. As the fashion business has grown, so has the way people shop. More and more, internet platforms and social media are affecting how people decide what to buy. According to Worldmetrics (2026), more than 80% of fashion firms use social media to market their products, and about 55% of fashion purchases are currently made online. Also, people in Generation Z tend to care more about price, celebrity or influencer endorsements, and how easy it is to get items. The fashion sector is getting more competitive because more people are buying local products, celebrities are endorsing them, and fashion is becoming more minimalist and eco-friendlier (Republika, 2024; VOI, 2024).

Local fashion stores like Navi Wear in Denpasar are likewise facing more and more competition. Price competition, poor use of celebrity endorsers, and less strategic corporate sites are some of the problems that affect customer buying decisions and sales. These conditions show that it is important to know what affects people's buying decisions in order to be competitive in business.

Previous research has predominantly analysed the impact of variables such as price, marketing, or product quality on purchasing decisions in isolation. Nonetheless, research examining the concurrent effects of price, celebrity endorsement, and location within local fashion retail enterprises, particularly in Bali, remains scarce. Consequently, this study seeks to address this deficiency by analysing the cumulative impact of these variables on consumer purchasing decisions at Navi Wear Clothing Store in Denpasar.

In the city of Denpasar, the fashion industry is growing because more and more people are interested in local to modern fashion trends. Fashion entrepreneurs in the city face ongoing market changes, especially since the main consumers are teenagers and young people who are very sensitive to trends, product quality, and brand reputation. In this situation, Navi Wear Clothing Store, as one of the local fashion businesses in Denpasar City, is also facing changes in business competition. Navi Wear comes with a *casual minimalist concept with natural aesthetic*, to meet the clothing needs of the community, especially teenagers to young adults. However, with more and more competitors in the fashion field, these stores face various problems, such as competition in price, promotional strategies that are not good enough, and improper store locations. These things affect consumers' purchasing decisions as well as the effectiveness of store sales. With the increasing number of business actors and the rapid change in consumer preferences, understanding the factors that influence purchasing decisions is very important. Purchasing decisions are something that consumers will do when consumers know an item and decide to buy the item, their purchase decision can be influenced by whether the item is interesting or not (Putri Sari & Saidah, 2020). Consumers will be more interested in buying products that have greater benefits. Purchasing decisions are very important because there are many factors that can influence the decision that buyers make. The company must have a plan to attract customers to buy items.

Price is the value of the product because it affects the manufacturer's profit and is a consideration for consumers when buying goods. Therefore, prices must be calculated carefully (Sumarsid & Atik Budi Paryanti, 2022); (Setini et al., 2025). A price is an exchange rate that can be exchanged for money or other goods for the benefit that a person or group gets from a good or service at a given time (Andreas et al., 2023); (Wiratama et al., 2025). Price competition is the main obstacle. Navi Wear's owner realizes that competitors sell products at lower prices, so it needs a strategy to stay competitive. In addition to price, purchasing decisions for consumers in the clothing store business can also be influenced by *celebrity endorser*. Meanwhile, Navi Wear has not made optimal use of *celebrity endorsers* as part of its marketing strategy. This condition causes ads to not reach consumers effectively, thus affecting the way people recognize and be interested in the brand. The lack of use of *celebrity endorsers* also makes Navi Wear's promotional messages not clearly visible on social media, which is the main medium that the younger generation uses to find information about fashion products. Third, the location aspect is also one of the factors that distinguish the two businesses (Gunawan et al., 2024). Navi Wear is in a less strategic location because it is located in an alley, causing visibility and access to be limited for consumers.

This study is driven by significant occurrences and trends within the fashion business, informed by the aforementioned issues. Phenomenon. There is increasing rivalry among local fashion stores in Denpasar, and sales are going up and down and people's tastes are changing. This shows that people are making more complicated and dynamic judgments about what to buy. What's going on? Price competitiveness, the use of celebrity endorsers on social media, and the ease of getting to stores are all factors that are becoming more important to consumers, especially younger ones, when they decide what to buy. Nonetheless, a study vacuum persists, as prior studies often analyze these variables in isolation and seldom address their concurrent impact within the framework of local fashion enterprises

in Bali. Consequently, the primary objective of this study is to examine the impact of pricing, celebrity endorsement, and location on consumer purchasing decisions at Navi Wear Clothing Store in Denpasar, both individually and together.

LITERATURE REVIEW

Purchase Decision

Purchase decisions are consumer actions in choosing and purchasing products or services after evaluating various alternatives available in the market. According to Philip Kotler and Armstrong (2021), purchase decisions are part of consumer behavior where individuals recognize needs, search for information, evaluate alternatives, and decide whether to buy a product. This process is influenced by several factors such as price, product quality, promotion, brand image, and consumer lifestyle. In the fashion industry, purchase decisions are often related to trends, social influence, and consumer perceptions toward a brand or product.

According to Oscar and Cahya (2020), purchase decisions are actions directly related to obtaining products offered by sellers, while Setini et al. (2024) explain that purchase decisions represent the final stage of consumer evaluation after comparing several product alternatives. Consumers tend to choose products that provide the greatest value, benefits, and satisfaction according to their expectations. Therefore, understanding consumer purchase decisions is important for companies in developing effective marketing strategies to increase consumer interest, customer satisfaction, and sales performance.

Pricing

Pricing is one of the most important elements in marketing because it directly influences consumer purchasing decisions and company revenue. According to Philip Kotler and Armstrong (2021), price is the amount of money charged for a product or service or the value exchanged by consumers for the benefits obtained from owning or using the product. Consumers generally use price as a consideration in assessing product quality, affordability, and value before making a purchase decision. In the fashion industry, price becomes an important factor because consumers tend to compare prices among brands before deciding to buy a product.

According to Sumarsid and Atik Budi Paryanti (2022), price not only affects company profits but also influences consumer perceptions of products offered in the market. Meanwhile, Andreas et al. (2023) explain that price is an exchange value expressed in monetary form to obtain the benefits of a product or service. A competitive and affordable price can increase consumer interest and encourage repeat purchases, while prices considered too high may reduce consumer purchasing decisions. Therefore, companies need to determine pricing strategies carefully in order to remain competitive and meet consumer expectations.

Celebrity endorses

Celebrity endorser is a marketing strategy that uses famous individuals such as celebrities, influencers, artists, or public figures to promote products and attract consumer attention. According to Emilia Abby and Irwansyah (2021), celebrity endorsers are public figures used to support and deliver promotional messages in advertisements to increase consumer interest in a product. The use of celebrity endorsers is considered effective because consumers tend to trust and follow recommendations from figures they admire, especially through social media platforms.

According to Shimp (2018), celebrity endorsers can influence consumer purchasing decisions through credibility, attractiveness, expertise, and trustworthiness. In the fashion industry, celebrity

endorsers play an important role in building brand image, increasing product awareness, and encouraging consumers to make purchases. Consumers, especially young people and Generation Z, are generally more interested in products promoted by influencers or celebrities because they are considered trendy and more convincing. Therefore, the use of appropriate celebrity endorsers can help companies improve marketing effectiveness and strengthen consumer purchasing decisions.

Location

Location is an important factor in business because it relates to accessibility, visibility, and convenience for consumers in obtaining products or services. According to Fandy Tjiptono (2020), location is a place where a company operates and carries out business activities to serve consumers. A strategic location can make it easier for consumers to visit a business, increase consumer traffic, and encourage purchasing decisions. In the retail and fashion industry, location plays an important role because consumers generally prefer stores that are easy to access, visible, and located in crowded areas.

According to Putri et al. (2021), location is closely related to accessibility, transportation, parking area, and the surrounding business environment that can influence consumer comfort and interest in visiting a store. Meanwhile, Saota Sumarni et al. (2021) explain that a strategic location can increase consumer satisfaction and purchasing decisions because consumers feel more efficient in terms of time, cost, and effort. Conversely, a location that is difficult to reach or less visible may reduce consumer interest in visiting the business. Therefore, selecting the right business location is important to improve consumer purchasing decisions and strengthen business competitiveness.

Relationship Between Variables and Hypotheses

The Relationship Between Pricing and Purchase Decisions

Price is one of the important factors influencing consumer purchase decisions because consumers tend to compare the price offered with the benefits and quality of the product received. According to Philip Kotler and Armstrong (2021), consumers are more likely to make purchases when they perceive that the price is affordable and appropriate to the product value. In the fashion industry, competitive pricing can increase consumer interest and encourage purchasing decisions. Previous studies conducted by Mukti et al. (2021) and Romadon et al. (2023) found that pricing has a positive and significant effect on purchase decisions. Therefore, the first hypothesis in this study is:

H1: Pricing has a positive and significant effect on consumer purchase decisions at Navi Wear Clothing Store in Denpasar.

The Relationship Between Celebrity Endorser and Purchase Decisions

Celebrity endorsers can influence consumer perceptions and increase consumer confidence in a product. According to Shimp (2018), celebrity endorsers who are attractive, trustworthy, and credible can encourage consumers to make purchasing decisions. In the fashion industry, the use of influencers or celebrities is considered effective because consumers, especially young people, tend to follow trends and recommendations from public figures they admire. Previous studies by Santi et al. (2022) and Rosita and Novitaningtyas (2021) found that celebrity endorsers positively and significantly influence purchase decisions. Therefore, the second hypothesis in this study is:

H2: Celebrity endorser has a positive and significant effect on consumer purchase decisions at Navi Wear Clothing Store in Denpasar.

The Relationship Between Location and Purchase Decisions

Location is an important factor affecting consumer convenience and accessibility in visiting a business. According to Fandy Tjiptono (2020), a strategic location can increase consumer visits and purchasing decisions because it is easier to access and more visible to the public. Consumers generally prefer stores

located in strategic and crowded areas because they provide efficiency in terms of time, transportation, and convenience. Previous studies by Aryandi and Onsardi (2020) and Kevinli and Gultom (2020) found that location positively and significantly affects purchase decisions. Therefore, the third hypothesis in this study is:

H3: Location has a positive and significant effect on consumer purchase decisions at Navi Wear Clothing Store in Denpasar.

The Relationship Between Pricing, Celebrity Endorser, and Location on Purchase Decisions

Pricing, celebrity endorser, and location are important marketing factors that can simultaneously influence consumer purchase decisions. Affordable pricing can increase consumer interest, celebrity endorsers can strengthen brand image and consumer trust, while strategic locations can improve accessibility and consumer convenience. The combination of these factors can encourage consumers to make purchasing decisions. Previous studies show that pricing, celebrity endorser, and location simultaneously have a positive and significant effect on purchase decisions. Therefore, the fourth hypothesis in this study is:

H4: Pricing, celebrity endorser, and location simultaneously have a positive and significant effect on consumer purchase decisions at Navi Wear Clothing Store in Denpasar.

Conceptual Framework

The conceptual framework in this study explains the relationship between independent variables and the dependent variable. The independent variables consist of Pricing (X1), Celebrity Endorser (X2), and Location (X3), while the dependent variable is Purchase Decisions (Y).

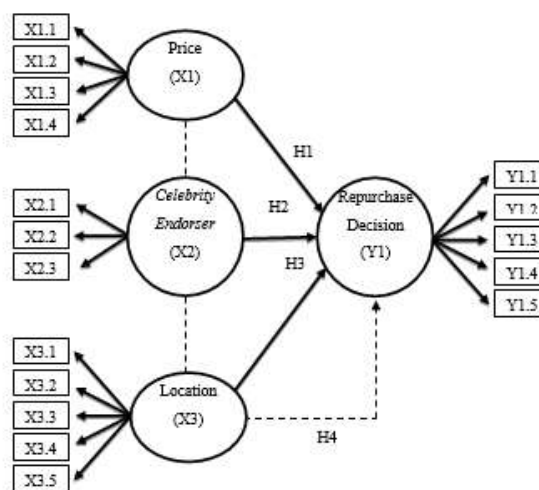


Figure 1. Research Concept Framework

RESEARCH METHODS

This study uses a quantitative approach with a causal associative design to analyze the influence of price, celebrity endorser, and location on purchase decisions. The research was conducted at Navi Wear Clothing Store located at Jalan Gunung Karang No. 50 C, Pemecutan Kelod, West Denpasar District,

Denpasar City, Bali. The population in this study consists of all consumers who have made purchases at the store, with an unknown (infinite) population size. Therefore, the sampling technique used is non-probability sampling with a purposive sampling method, where respondents are selected based on specific criteria relevant to the research objectives (Sugiyono, 2023). The determination of the sample size refers to Hair et al. (2019), which suggests 5–10 times the number of indicators. With a total of 17 indicators, the sample size ranges from 85 to 220 respondents, and this study uses 100 respondents as the sample.

Data collection methods in this study include questionnaires (survey), observation, and documentation. The questionnaire was distributed to consumers who had experience purchasing at Navi Wear Clothing Store. The data analysis techniques used include descriptive statistical analysis, classical assumption tests (normality, multicollinearity, and heteroscedasticity), multiple linear regression analysis, and hypothesis testing using t-test and F-test. All data were processed and analyzed using SPSS software.

The range of a decent sample is from 85 to 220, according to the provisions of the formula (Hair et al., 2019). Based on the results of the calculation using the formula (Hair et al., 2019), a sample was obtained from a total of 100 respondents who were visitors who had or were making purchases at the Navi Wear Clothing Store in Denpasar. The independent variables in this study were Price (X1), *Celebrity Endorser* (X2) and Location (X3) while the bound variable in this study was Purchase Decision (Y1). The types of data based on their properties that will be used in this study are qualitative data and quantitative data and data sources in this study, namely primary and secondary data. The data collection method used in this study is through survey methods, documentation studies and observations. There are four data analysis techniques used in this study which can be classified as follows: Descriptive Statistical Test, Classical Assumption Test, Multiple Linear Regression Analysis and Hypothesis Test.

RESULTS AND DISCUSSION

Respondent Characteristics

The respondents in this study consisted of 100 consumers who had purchased products at Navi Wear Clothing Store in Denpasar. Based on gender, most respondents were female consumers because women tend to follow fashion trends more actively. Based on age, the majority of respondents were between 21–25 years old, indicating that Navi Wear’s main market segment is young consumers and Generation Z. In terms of occupation, most respondents worked as private employees and students. These results indicate that Navi Wear products are primarily targeted toward young consumers who actively follow fashion and social media trends.

Table 1. Respondent Characteristics

Characteristics	Category	Frequency	Percentage
Gender	Male	45	45%
	Female	55	55%
Age	< 20 years	20	20%
	21–25 years	40	40%
	26–30 years	25	25%
	> 30 years	15	15%

Source: Processed research data (2025)

Validity and Reliability Test

The validity test results showed that all questionnaire indicators had correlation values above the minimum requirement and significance values below 0.05, indicating that all indicators were valid. Furthermore, the reliability test showed that all variables had Cronbach's Alpha values above 0.70, meaning that the research instruments were reliable and consistent for measuring the variables used in this study.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Result
Pricing	0.812	Reliable
Celebrity Endorser	0.845	Reliable
Location	0.793	Reliable
Purchase Decisions	0.826	Reliable

Source: Processed research data (2025)

Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to determine the influence of pricing, celebrity endorser, and location on consumer purchase decisions at Navi Wear Clothing Store in Denpasar. The results showed that all independent variables had positive regression coefficients, indicating that better pricing strategies, effective celebrity endorsers, and strategic business locations can improve consumer purchase decisions.

The regression equation obtained in this study was:

$$Y = 3.390 + 0.290X_1 + 0.578X_2 + 0.247X_3$$

The regression coefficient of pricing was 0.290, meaning that better pricing suitability increases purchase decisions. The celebrity endorser variable had the highest regression coefficient of 0.578, indicating that celebrity endorsers had the strongest influence on purchase decisions. Meanwhile, location had a regression coefficient of 0.247, showing that strategic locations positively affect consumer purchase decisions.

Table 3. Multiple Linear Regression Analysis Results

Variable	Regression Coefficient (B)	t-value	Sig.
Pricing (X1)	0.290	2.805	0.006
Celebrity Endorser (X2)	0.578	5.162	0.000
Location (X3)	0.247	3.220	0.002

Source: Processed research data (2025)

Simultaneous Test (F-Test)

The F-test results showed that pricing, celebrity endorser, and location simultaneously had a positive and significant effect on consumer purchase decisions at Navi Wear Clothing Store in Denpasar. The

significance value obtained was 0.000, which was lower than 0.05, indicating that all independent variables together significantly influenced purchase decisions.

Table 4. F-Test Results

F-value	Sig.	Result
54.528	0.000	Significant

Source: Processed research data (2025)

Coefficient of Determination (R²)

The coefficient of determination analysis showed that the variables pricing, celebrity endorser, and location were able to explain purchase decisions by 62.3%, while the remaining percentage was influenced by other variables outside this research model.

Table 5. Coefficient of Determination Results

R	R Square	Adjusted R Square
0.789	0.623	0.611

Source: Processed research data (2025)

DISCUSSION

Based on the results of the research analysis carried out, the following discussions can be made:

The Influence of Price on Consumer Purchase Decisions at Navi Wear Clothing Stores in Denpasar. It was obtained $t_{cal} (5.162) > t_{table} (1.660)$ with a significance level of $0.006 < 0.05$, so that H0 was rejected and H2 was accepted, which means that the price variable has a significant positive effect on consumer purchase decisions at the Navi Wear Clothing Store in Denpasar. The regression coefficient β_1 (price variable) of 0.290, shows that if the price offered is proportional to the products obtained by consumers, then consumer purchase decisions at Navi Wear Clothing Store in Denpasar will increase. Therefore, the price should be carefully calculated. This price sensitivity makes companies need to set an appropriate pricing strategy so that products remain affordable but still generate reasonable margins. If consumers feel that the price offered is in accordance with the quality and value of the product, then they will be more likely to make a repurchase, because location is basically a certain amount of value that consumers are willing to exchange for the benefits obtained from a product. This research is in line with research conducted by (Sinung et al., 2022), (Hakim & Suprihhadi, 2022), (Setini et al., 2024), (Setini et al., 2025), stating that prices have a positive and significant effect on consumer purchasing decisions.

The Influence of *Celebrity Endorsers* on Consumer Purchase Decisions at Navi Wear Clothing Stores in Denpasar.

It was obtained $t_{cal} (5,162) > t_{table} (1,660)$ with a significance level of $0.000 < 0.05$, so that H0 was rejected and H3 was accepted, which means that the celebrity endorser variable had a significant positive effect on consumer purchase decisions at the Navi Wear Clothing Store in Denpasar. The regression coefficient β_1 (*celebrity endorser variable*) of 0.578, shows that if *celebrity endorsers* are increased, then consumer purchase decisions at Navi Wear Clothing Store in Denpasar will increase.

Utilizing celebrities as endorsers is considered easier to influence the psychology of buyers by using messages sent by *endorsers* that aim to introduce customers about the goods being marketed as well as show the advantages offered by the goods. In addition, *the endorser* encourages customers to buy because of the positive influence they provide. This research is in line with research conducted by (Arini et al., 2022), (Alya & Rizky, 2024) stating that *celebrity endorsers* have a positive and significant effect on consumer purchase decisions.

The Influence of Location on Consumer Purchase Decisions at Navi Wear Clothing Stores in Denpasar.

It was obtained $t_{count} (3,220) > t_{table} (1,660)$ with a significance level of $0.002 < 0.05$, so that H_0 was rejected and H_4 was accepted, which means that the location variable had a significant positive effect on consumers' purchasing decisions at the Navi Wear Clothing Store in Denpasar. The regression coefficient β_1 (location variable) of 0.247, shows that if the business location is strategic, then the consumer purchase decision at the Navi Wear Clothing Store in Denpasar is increasing. A strategic location will affect consumer satisfaction when shopping. This is because business locations that are close to homes or residences, close to daily activities, and easy to reach by various types of transportation, will make it easier for consumers to get to the business location by feeling that they do not spend too much effort, both in terms of labor and cost. This research is in line with research conducted by (Siwi & Maskur, 2022), (Rismaeka & Susanto, 2021), stating that location has a positive and significant influence on consumer purchasing decisions.

The Influence of Price, *Celebrity Endorser* and Location on Consumer Purchase Decisions at Navi Wear Clothing Stores in Denpasar.

Based on the F test (simultaneously) obtained $F_{cal} (54.528) > F_{table} (2.70)$ with a significance value of F is $0.000 < 0.05$, then H_0 is rejected and H_i is accepted. This means that the price variables (X_1), *celebrity endorser* (X_2) and location (X_3) simultaneously had a significant positive effect on consumer purchase decisions (Y) at Navi Wear Clothing Store in Denpasar, with an R^2 value of 0.619. This means that consumer purchase decisions at Navi Wear Clothing Stores in Denpasar are influenced by price, *celebrity endorsers* and location by 61.9%. Meanwhile, the remaining 38.1% was influenced by other variables that were not studied in this study. The results of this study are in line with research conducted by (Hikolo et al., 2023), (Tehuayo et al., 2024), (Tania et al., 2022) which stated that price, *celebrity endorser* and location have a significant positive effect on consumer purchase decisions.

CONCLUSION

Based on the results of the analysis and discussion, it can be concluded that price, celebrity endorser, and location have a positive and significant influence on consumers' purchasing decisions at Navi Wear Clothing Store in Denpasar. Partially, prices that match the quality and benefits of the product are able to improve consumer purchasing decisions. Celebrity endorsers who have good credibility, appeal, and popularity levels are also proven to increase consumer trust and buying interest. In addition, a business location that is easily accessible, has good visibility, and a supportive environment plays an important role in encouraging consumers to make purchases. Simultaneously, these three variables make a significant contribution to consumer purchasing decisions. These findings show that an integrated marketing strategy through proper pricing, effective use of celebrity endorser, and strategic location selection can improve competitiveness and consumer purchasing decisions in the fashion retail business.

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