



The Influence of Product Completeness and Word of Mouth on Consumer Purchase Interest at Aziz Bontang Bookstore

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ABSTRACT

This research was conducted to determine the influence of Product Completeness and Word of Mouth on Purchase Interest at the Aziz Bontang Bookstore. This research method is descriptive-quantitative, using data collection techniques such as observation, documentation, questionnaires and interviews. The respondents of this research were 100 respondents, namely consumers who had purchased and used Aziz Bontang Bookstore products. The analysis technique used is multiple linear regression with the SPSS version 16 application. The results of the research show that from the results of the partial test or T test on Product Completeness, results are $t_{count} 4.931 > t_{table} 1.984$ and word of mouth are $t_{count} 8.062 > t_{table} 1.984$ with a significance of $0.00 < 0,05$. The results of the simultaneous test or Ftest in this study obtained F_{count} of $169.040 > F_{table} 3.09$ with a significance of $0.00 < 0.05$. From the results of the T Test and F Test, it is known that the Product Completeness and Word of Mouth have a significant effect. on purchasing interest at the Aziz Bontang Bookstore.

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INTRODUCTION

Global business competition is increasingly developing rapidly, business owners must be able to see the target market so that they can balance, understand consumer needs and how to attract consumers to always buy the business products we sell. Marketing strategy is very crucial for companies where the art of marketing management means a way to achieve goals that come from a company [1]. Marketing is an activity carried out to achieve organizational goals, using a way to anticipate consumer needs, and direct the flow of goods or services needed by producers to consumers [2]. According to Sudaryono [3] Marketing means a social and managerial process where individuals and groups get what they need and want through creativity, exchanging products and values with others. One business that has quite a lot of competitors is a bookstore which is currently one of the needs of the community, especially those who are undergoing education.

Aziz bookstore is one of the largest and most popular bookstores in Bontang, the Aziz bookstore in Bontang is a branch of the bookstore in Samarinda. Aziz bookstore has 14 employees. In addition to selling textbook products, it also sells a variety of complete office stationery (ATK) including school uniforms from Elementary School, Middle School and High School, there are also other school supplies available here such as ties, hats, scout sticks and so on. So it is hoped that there will be an interest in buying by the people of Bontang City.

Consumer buying interest is the attitude of a consumer where this consumer has a desire to determine and consume a product, consumers have an interest in a product so that the desire to own it arises [4]. Buying interest is something that is affiliated with consumer planning to buy a particular product, as well as how many units of the product are needed in a certain period [5]. In meeting their life needs, a consumer must determine the products and services they will consume. many choices available, conditions faced, and underlying considerations that then result in one individual's decision making not being in line with other individuals [6]. One thing that increases buying interest is product completeness [7].

Product completeness is the availability of various types of products offered to be owned, consumed or used by consumers produced by a producer which concerns the depth, breadth and quality of products offered to consumers and the availability of products or stock from a store so that consumers can easily get the goods they need and want [8]. The completeness of products in a store or a company that has various types of products with complete products will attract buyers to come and buy products from the store or company [9]. The completeness of a product in a store makes buyers confident to buy their needs at the store because consumers feel that what is needed is available at the store [10].

In addition to product completeness, there are also factors that can influence consumer purchasing interest, namely word of mouth [5]. According to Kotler dan Keller [11] word of mouth marketing is a marketing activity through person-to-person intermediaries, either verbally, in writing, or via electronic communication tools based on experience of products or services. One strategy that can influence consumer purchasing interest at Toko Aziz is word of mouth to the Bontang community. Word of mouth is a marketing management strategy that is carried out by word of mouth or directly where consumers provide recommendations for a product that has been felt or purchased and the consumer himself feels satisfied and is commensurate with the usefulness and needs so that consumers assume that buying the product is something that is needed [4].

The phenomenon that occurred was a decline in sales due to the end of the new school year and there were several products that were not ready stock. Seeing this condition, buying interest in the Aziz Bookstore has decreased because the bookstore business is a seasonal business, if during the new school year it increases due to the needs of school children and after the new school year it decreases. In addition, another reason is that some products needed by consumers are not available. Bookstores need new breakthroughs so that they can continue to survive amidst the onslaught of technology and changes in people's consumption patterns. Improvements are needed that make the store continue to exist, namely by providing a variety of products, both product brands and others, books or other equipment that are not yet available must be completed by the store. So there needs to be a more complete variety of products so that consumer repurchase interest becomes greater [12].

The competition of bookstores in Bontang is relatively high, for that, shop owners need to improve the quality both in terms of product quality [13], service quality [14], as well as the price of a product they sell where consumers are currently more specific in buying a product [15], a small price difference will continue to be sought by consumers as a result if these factors are considered by business or shop owners, consumers will share their experiences that the store is good and recommend it to other consumers, be it family or other colleagues, as a result, consumer buying interest increases and the income obtained by the store will be maximized. The existence of buying interest provides purchasing decisions for consumers [16]

Based on the above, the author conducted a study with the aim of reviewing the Influence of Product Completeness and Word of Mouth on Consumer Buying Interest at the Aziz Bookstore.

RESEARCH METHOD

This research is quantitative research based on facts and validity used to examine populations and samples and collect data with instruments [17]. There are three variables in this research, namely Product completeness (X1), Word of mouth (X2) as the independent variable and Purchase interest (Y) as the dependent variable.

Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics to be studied and then conclusions drawn [18]. The population taken in this research were consumer at the Aziz Bookstore. The respondents of this research were 100 respondents, namely consumers who had purchased and used Aziz Bontang Bookstore products. Data was processed using SPSS version 16.0. The results were tested using classical assumption testing, multiple regression analysis, F test, t test and R2 test.c

RESULTS

Data Quality Test

Validity test

The validity test is used to measure whether a questionnaire is valid or not. The validity test is carried out by comparing the r_{count} with the r_{table} value. The formula used for product moment correlation coefficient

$> r_{\text{table}} (\alpha ; n - 2)$ n = number of samples. In this research, it is known that the number of respondents is $100 - 2 = 98$, so it can be determined that the r_{table} value = 0.196 and the probability value $\beta_i = 0.05$.

Table 1. Summary of Validity Test Results of the product completeness Questionnaire (X1)

No	Item		Correlation value	Probability	Description
1	product completeness (X1)	X1.1	$0.641 > 0.196$	$0,000 < 0,05$	Valid
2		X1.2	$0.854 > 0.196$	$0,000 < 0,05$	Valid
3		X1.3	$0.815 > 0.196$	$0,000 < 0,05$	Valid
4		X1.4	$0.834 > 0.196$	$0,000 < 0,05$	Valid

Source: Data processed by SPSS version 16.0

Table 2. Summary of validity test result of word of mouth Questionnaire (X2)

No	Item		Correlation value	Probability	Description
1	word of mouth (X2)	X2.1	$0.924 > 0.196$	$0,000 < 0,05$	Valid
2		X2.2	$0.848 > 0.196$	$0,000 < 0,05$	Valid
3		X2.3	$0.913 > 0.196$	$0,000 < 0,05$	Valid
4		X2.4	$0.925 > 0.196$	$0,000 < 0,05$	Valid

Source: Data processed by SPSS version 16.0

Table 3. Summary of validity test result of purchase interest Questionnaire (Y)

No	Item		Correlation value	Probability	Description
1	Work Purchase interest (Y)	Y1	$0.651 > 0.196$	$0,000 < 0,05$	Valid
2		Y2	$0.506 > 0.196$	$0,000 < 0,05$	Valid
3		Y3	$0.733 > 0.196$	$0,000 < 0,05$	Valid
4		Y4	$0.675 > 0.196$	$0,000 < 0,05$	Valid

Source: Data processed by SPSS version 16.0

Reliability Test

Reliability is a test used to determine whether the questionnaire used in collecting research data can be said to be reliable or not. A questionnaire is said to be reliable or reliable if a person's answers to statements are consistent or stable over time. Questionnaire items are said to be reliable (feasible) if Cronbach's alpha > 0.60 and are said to be unreliable if Cronbach's alpha < 0.60 [19]

Table 4. Reliability Test Recap Results

No	Variable	Reliability Coefficient	Required Cronbach's Alpha	Description
1	product completeness (X1)	0,823	0,60	Reliable
2	Word of mouth (X2)	0,924	0,60	Reliable
3	Purchase interest (Y)	0,721	0,60	Reliable

Source: Data processed by SPSS version 16.0

Based on the results of data processing regarding reliability, which shows that all the question items asked are reliable, so it can be concluded that all variables are reliable because they have a Cronbach's alpha value above 0.60.

Classic assumption test

Normality test

The normality test aims to test whether in the regression model, confounding variables have a normal distribution. Detecting data that is normally distributed or not can use the one sample Kolmogorov-Smirnov method. The way to detect it is by looking at the residual significance value. If the significance is more than 0.05 then the residual is normally distributed. The residual value of each variable is normally distributed with a value of $0.196 > 0.05$ as a condition for a normal distribution value for the product completeness (X1), a residual value of $0.190 > 0.05$ as a condition for a normal distribution value for the word of mouth (X2), a residual value of $0.212 > 0.05$ as a condition for normally distributed values for the purchase interest (Y) variable. So from the results of the normality test we can decide that each of these variables has a residual value that is normally distributed.

Multicollinearity Test

The multicollinearity test aims to test the existence of correlation between independent variables. A good regression model is free of multicollinearity or there is no correlation between the independent variables. Multicollinearity testing is seen from the VIF (Variance Inflation Factor) and tolerance. If the tolerance value is > 0.1 or the VIF value is < 10 , it can be concluded that multicollinearity does not occur.

Table 5. Recap of Multicollinearity Test Results

No	Variable	Tolerance	VIF	Description
1	product completeness (X1)	$0.993 > 0,1$	$1.007 < 10$	Multicollinearity dose not occur
2	Word of mouth (X2)	$0.993 > 0,1$	$1.007 < 10$	Multicollinearity dose not occur

Source: Data processed by SPSS version 16.0

From the data results above, it can be seen that the product completeness variable has a tolerance value with a value of $0.993 > 0.1$ and a VIF value with a value of $1.007 < 10$. The word of mouth variable has a tolerance value with a value of $0.993 > 0.1$ and a VIF value with a value of $1.007 < 10$. From these results, each variable has a tolerance value > 0.10 and a VIF value < 10 . So it can be concluded from the results of the multicollinearity test that it can be confirmed that there are no symptoms of multicollinearity in this study.

Heteroscedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is inequality of variance from the residuals of one observation to another. If the variance from the residuals from one observation to another is constant, it is called homoscedascity and if it is different it is called heteroscedacity. A good regression model is one with homoscedasticity or no heteroscedasticity. If the significance value between the independent variable and the absolute residual is > 0.1 then there is no heteroscedasticity problem, and vice versa.

Table 6. Heteroscedasticity Test Recap Results

No	Variable	Significant	Probability Value	Description
1	product completeness (X1)	0,548	0,05	Normal or heteroscedasticity does nor occur
2	Word of mouth (X2)	0,137	0,05	Normal or heteroscedasticity does nor occur

Source: Data processed by SPSS version 16.0

From the results of the data above, it can be seen that the value is significant with a value of $0.548 > 0.05$ probability value, which means that the product completeness variable (X1) has an unequal variance from the residual so that heteroscedasticity does not occur. Significant value with a value of $0.137 > 0.05$ probability value, which means that the word of mouth variable (X2) has an unequal variance from the residual so that heteroscedasticity does not occur. So, from the results of the heteroscedasticity test, it can be ascertained that the variables in this study do not have heteroscedasticity.

Autocorrelation Test

The purpose of the autocorrelation test is to show whether or not there is a correlation between two or more independent variables in the multiple regression model. The regression model can be said to be good if there is no autocorrelation. The method used is the Durbin Watson test with the formula $du < d < 4-du$. Durbin-Watson value is 1.992. Then this is compared with the 5% significance table, with a sample size of 100 (n) and a number of independent variables of 2 ($k=2$), then it is found that the du value is 1.715 and the dL value is 1.634, while the Durbin Watson (d) value of the regression model amounting to 1.922. This means that the Durbin Watson (d) regression value of 1.922 is greater than the du value, namely 1.715 and less than $(4-du)$ or $4 - 1.715 = 2.285$ or $du < D-W < 4-du$ ($1.715 < 1.922 < 2.285$). This shows that there was no autocorrelation in this study.

Linearity test

The linearity test is a test that aims to find out whether the regression is linear or not. The aim of the linearity test is to determine whether the relationship between the independent variable and the dependent variable is linear or not. The criterion for testing linearity is that if the significance value is smaller than 0.05 then the relationship between the independent variable and the dependent variable is linear.

Product completeness (X1) has a significance value that is smaller than 0.05 ($0.000 < 0.05$) and a Deviation From Linearity significance value of 0.610 ($0.610 > 0.05$). This indicates that the product completeness variable (X1) in this study is linear. So it can be concluded that H_0 is rejected (H_a is accepted), meaning that there is a linear relationship between the Product completeness variable and the purchase interest variable.

Word of mouth (X2) has a significance value that is smaller than 0.05 ($0.000 < 0.05$) and the Deviation From Linearity significance value is 0.881 ($0.881 > 0.05$). This indicates that the word of mouth variable (X2) in this study is linear. So it can be concluded that H_0 is rejected (H_a is accepted), meaning that there is a linear relationship between the word of mouth variable and the work purchase interest variable.

Multiple Linear Regression Test

The data analysis method in testing uses the Multiple Linear Regression Analysis approach. Where, the aim is to determine the relationship between two or more independent variables and the dependent variable, so that an explanation of variable variations can be obtained that can confirm the hypothesis of the research. This research has two independent variables, namely product completeness (X1), word of mouth (X2), and one dependent variable, namely purchase interest (Y).

Table 7. SPSS Output Results of Multiple Linear Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.800	.554		2.970	.000
	Product completeness (X1)	.467	.034	.237	4.931	.000
	Word of mouth (X2)	.385	.021	.869	8.062	.000

Dependent Variable: purchase interest

These result values are entered into the multiple linear regression equation so that the following equation is known:

$$Y = 3.800 + 0.467x_1 + 0.385x_2$$

So the equation above is meaningful if:

Constant with a value of 3.800 indicates that if all independent variables Product completeness and Word of mouth are assumed to be zero, then the value of purchase interest is 3.800

The linear regression coefficient value of Product completeness is 0.467, indicating that if the value of the Product completeness variable increases, then purchase interest increases by 0.467 assuming the other independent variables are zero.

The linear regression coefficient value of Word of mouth is 0.385, indicating that if the value of the Word of mouth variable increases, then purchase interest increases by 0.385 assuming the other independent variables are zero.

Hypothesis testing

F Test

The simultaneous significant test (F test) is used to determine whether the independent variable (X) simultaneously has a significant influence on the dependent variable (Y). From the results of data processing with the SPSS version 16.0 program, the calculation results are as follows:

Table 8. SPSS F Test Output Results

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	123.738	2	61.869	169.040	.000 ^a
	Residual	35.502	97	.366		
	Total	159.240	99			

a. Predictors: (Constant), word of mouth, Product completeness

b. Dependent Variable: purchase interest

For the results in this assessment $F_{table} = dka ; dkb = 3.09$. From the results above it can be seen that the F_{count} value is 169.040 with a significance level of 0.000. Meanwhile, the F_{table} value is known to be 3.09. Based on these results, it can be seen that $F_{count} > F_{table}$ ($169.040 > 3.09$) meaning that H_0 is rejected and H_3 is accepted. So it can be concluded that Product Completeness and Word of Mouth simultaneously have a significant effect on Purchase Interest at Aziz Bontang Bookstore.

T Test

The partial significance test (T test) aims to determine the effect of each independent variable on the dependent variable. Apart from that, the T test is also used to test whether the independent variable (X) partially or individually has a significant effect on the dependent variable Y or not.

Table 9. SPSS T Test Output Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	3.800	.554		2.970	.000
Product completeness (X1)	.467	.034	.237	4.931	.000
Word of mouth (X2)	.385	.021	.869	8.062	.000

a. Dependent Variable: Purchase interest

The t_{count} value for the Product completeness variable is 4.931 and the t_{table} with $\alpha = 0.05$ is known to be 1.984, thus the t_{count} is greater than t_{table} and the significant value of Product completeness is $0.000 < 0.05$, meaning it can be concluded that H_0 is rejected (H_1 is accepted) indicating that Product completeness has a significant effect on purchase interest at Aziz Bontang Bookstore.

The t_{count} value for the word of mouth variable is 8.062 and the t_{table} with $\alpha = 0.05$ is known to be 1.984, so the t_{count} is greater than t_{table} and the significant value for word of mouth is $0.000 < 0.05$, meaning it can be concluded that H_0 is rejected (H_2 is accepted) indicating that word of mouth has a significant effect on Purchase Interest at Aziz Bontang Bookstore.

Determination Test (R^2)

The coefficient of determination test (R^2) is used to find out how variations in the value of the independent variable (Y) are influenced by the value of the independent variable (X). The coefficient of determination value is between 0 and 1. If R^2 tends towards one, the greater the influence of the independent variable (X) on the variable (Y). Based on the calculation results, the R^2 value is 0.777, which means 77.7% and this states that the Product completeness and Word of mouth variables are 77.7%. Next, the difference is $100\% - 77.7\% = 22.3\%$. This shows that 22.3% is another variable that does not contribute to this research.

DISCUSSION

The Effect of Product completeness on purchase interest

Based on the results of hypothesis testing from data analysis calculations that have been carried out, it shows that there is an influence of Product completeness on purchase interest at Aziz Bontang Bookstore. This is proven by the results of partial hypothesis testing showing that the t_{count} for the Product completeness variable is 4.931 and t_{table} with $\alpha = 0.05$ it is known that it is 1.984, thus t_{count} is greater than t_{table} and the significant value of Product completeness is $0.000 < 0.05$, meaning it can be concluded that H_0 is rejected (H_1 is accepted) indicating that Product completeness has a significant effect on purchase interest at Aziz Bontang Bookstore.

This shows that the completeness of the products in the Aziz Bontang Bookstore is good but needs to be improved, in the future Aziz Bookstore needs to respond to products that are out of stock and immediately renew the stock of the out-of-stock products, so that consumers will easily find the products they need. By making it easier for consumers to choose the products they buy and available in the store, consumers will always have an interest in buying and making consumers loyal customers because starting from the interest in buying, consumers feel comfortable and their needs are met in the store, then consumers will be happy if their needs are met.

The results of this study are supported by previous research conducted by Buhari dan Sanjaya [7] entitled The influence of product completeness on consumer buying interest. As well as research by Kurniawan dan Krismonita [8] entitled The influence of product completeness and location on consumer buying interest at Giant Express Sukabumi. Both of these studies show that product completeness has a significant effect on buying interest. Consumers can give a positive impression of a store if the store can provide the goods desired and needed by consumers. On the other hand, if consumers feel that the products desired and needed by consumers themselves are not fulfilled, then consumers will look for other stores that can fulfill or provide the products needed by consumers, especially since books and school equipment products have become one of the mandatory needs for the community, especially those who are currently undergoing education, therefore sellers must understand what the needs and desires of consumers are.

The Influence of Word of mouth on purchase interest

Based on the results of hypothesis testing from data analysis calculations that have been carried out, it shows that there is an influence of Word of mouth on purchase interest at Aziz Bontang Bookstore. This is proven by the results of partial hypothesis testing showing that the t_{count} value for the Word of mouth variable is 8.062 and t_{table} with $\alpha = 0.05$ it is known that it is 1.984, so t_{count} is greater than t_{table} and the significant value for word of mouth is $0.000 < 0.05$, meaning it can be concluded that H_0 is rejected (H_2 is accepted), indicating that word of mouth has a significant effect on purchase interest at Aziz Bontang Bookstore.

This also shows that traditional marketing that still exists and is still used today, namely word of mouth, has a great influence on consumer purchasing interest, by always creating a marketing strategy that involves someone who has bought directly and wants to share a positive experience when buying a product in a store, consumer purchasing interest will grow and consumers feel curious and want to immediately buy the product that was told by other consumers who have previously felt the benefits.

The results of this study are supported by previous research conducted by Junior [5] entitled The Influence of Word of Mouth on Consumer Purchasing Interest (Survey of Consumers of Koki Joni Pasta & Turkey in Yogyakarta). As well as research Elpansyah, dkk [4] entitled The Influence of Word of Mouth on

Purchasing Interest through Company Image and Trust as Intervening Variables in the Umrah Services of PT Indojava Mulia Wisata. Both of these studies show that word of mouth has a significant effect on purchasing interest.

The word of mouth marketing strategy lies in its ability to create trust between products and consumers. This trust is formed when customers are satisfied with the products used. When customer satisfaction increases, trust in a product will also increase. On the other hand, if consumers are doubtful about a product they have purchased or are even disappointed with a product they have purchased, then consumers will not hesitate to talk badly about a product they have purchased to other people and later this will hinder consumer buying interest so that no consumers want to buy at that store so that this will affect the turnover of the store.

The Influence of Product completeness and Word of mouth on purchase interest

Based on the results of hypothesis testing from the calculation of data analysis that has been done, it shows that there is a simultaneous influence of Product completeness and Word of mouth on the Purchase interest at Aziz Bontang Bookstore, this is proven by the results of simultaneous hypothesis testing showing that the Fcount value is 169.040 with a significance level of 0.000. While the Ftable value is known to be 3.09 based on these results it can be seen that $F_{count} > F_{table}$ ($169.040 > 3.09$) meaning that H_0 is rejected and H_3 is accepted. So it can be concluded that product completeness and word of mouth simultaneously have a significant effect on purchase interest at Aziz Bontang Bookstore.

This shows that with the completeness of a product in a store will make consumers' needs fulfilled because the seller is considered to have known the needs of his consumers, with that consumers will feel happy that the product they are looking for is already there and available so that consumers who have felt the ease of the product they are looking for will make consumers recommend and talk about the products they have bought because they feel satisfied, consumers who feel satisfied will tell their closest people, friends and other people in general about the products they buy, consumers tell their positive experiences and invite other consumers if they want to buy books or other school equipment at the Aziz Bontang Bookstore is the place because the quality of the product is good and complete, so consumers who have received direct reviews from consumers who have experienced the success of a product will be curious, so the interest in buying arises and many consumers make the store the main store to buy a book and other school equipment products, this will have an impact on the turnover that will be obtained by the store, the more people who buy products at the store, the more income will be obtained.

CONCLUSION

Based on the results of data processing and discussion studied in the previous chapter, it can be concluded that partially product completeness has a significant effect on consumer purchasing interest at the Aziz Bontang Bookstore. Partially word of mouth has a significant effect on consumer purchasing interest at the Aziz Bontang Bookstore. Simultaneously product completeness and word of mouth have a significant effect on consumer purchasing interest at the Aziz Bontang Bookstore, but there are still other factors that influence consumer purchasing interest but do not contribute to this study. It is hoped that the Aziz Bontang bookstore will pay more attention to out-of-stock products so that they can be immediately completed or prepared again for the out-of-stock items so that later it will make it easier for consumers to find the items they want.

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