

(Research/Review) Article

Analysis of Factors Influencing Consumer Behavior in Choosing Services (A Case Study of Ivan Gunawan's Mandjha Hijab Company in Central Java)

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Abstract: This study analyzes consumer behavior in purchasing hijab products from the Mandjha by Ivan Gunawan brand by examining the influence of product quality, price, promotion, and store location. The background of this research lies in the rapid development of the Muslim fashion industry in Indonesia, which has led to increasing competition among local hijab brands. The key issue explored is what factors most significantly influence consumer decisions to purchase Mandjha products. A qualitative descriptive method was used, involving interviews, observations, and documentation with selected consumers and marketing staff. The research identifies how consumers respond to various marketing elements implemented by the brand. Findings show that product quality—including fabric comfort, trendy design, and an exclusive image—remains the most influential factor in the buying decision. While the price reflects the quality and branding, it can be a limiting factor for some segments. Promotional strategies, especially through social media and celebrity endorsements, effectively increase brand awareness and emotional engagement, particularly among millennial consumers. Store accessibility and strategic locations also positively influence purchasing decisions, though to a lesser extent than product and promotion. Consumer behavior toward Mandjha products appears to be driven by a mix of rational considerations (price and quality) and emotional connections (branding and promotion). This dual influence suggests that companies should adopt an integrated marketing approach to build strong brand loyalty and sustain competitiveness. The study concludes that focusing on continuous product development, strategic pricing, creative promotional techniques, and accessible store placement is essential for maintaining consumer interest. It also recommends further research with quantitative methods and a larger, more diverse sample to validate and expand the findings.

Keywords: consumer behavior, hijab fashion, location, pricing, product quality, promotion

1. Introduction

In recent years, the intersection between religious identity and modern fashion trends has created a dynamic shift in consumer behavior, particularly among young Muslim women. The hijab, once seen solely as a symbol of modesty and religious observance, has evolved into a form of personal and cultural expression, influenced by social dynamics, media, and individual lifestyle preferences [1]; [2]. In countries with a Muslim-majority population like Indonesia, this trend is especially visible, with hijab fashion becoming an integral part of the broader Muslim fashion industry, which is projected to grow significantly in the coming decades [3]; [4].

Within this context, female students at UIN Walisongo Semarang, one of Indonesia's leading Islamic universities, represent a particularly relevant segment for study. These students are uniquely positioned at the crossroads of religious commitment, academic exploration, and fashion engagement, making them an ideal population to investigate the interplay between faith, identity, and consumerism. Their hijab consumption behavior is not merely a functional or religious act but an integrated expression of personal identity, social belonging, and aesthetic preference.

Several previous studies have explored consumer behavior in fashion and religious products. Foundational works by [5], [6] emphasized general determinants of consumer behavior such as motivation, perception, cultural influences, and reference groups. More recent contributions have attempted to apply these frameworks to the Islamic fashion sector,

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highlighting factors like religiosity, lifestyle compatibility, and cultural identity [7]. However, these works often rely heavily on quantitative methods, particularly survey techniques and regression analyses, which, although effective in identifying patterns, frequently fail to capture the subjective experiences, emotional dynamics, and symbolic meanings behind hijab consumption choices.

On the other hand, qualitative research approaches such as those employed by [8] have provided more interpretative insights into consumer motivations. These studies used interviews and thematic coding to unpack deeper psychological and social drivers, yet often lacked a focused demographic lens specifically targeting university students in Islamic academic environments who are digital natives and exposed to global and local fashion influences through platforms like Instagram, TikTok, and YouTube.

Thus, this research addresses several key gaps. First, there is a need for more localized and demographic-specific case studies focusing on Generation Z Muslim women, particularly students, who actively shape and are shaped by contemporary religious fashion discourse. Second, while some studies acknowledge the role of social media, few have examined how micro-influencers, peer groups, and algorithm driven content directly affect decision-making in hijab selection. Third, prior research often fails to combine product-specific characteristics (e.g., price, fabric comfort, design trends) with psychosocial and religious motivations, creating a gap in fully understanding preference formation in hijab purchasing.

To address these issues, this study adopts a qualitative case study approach, specifically targeting female students of UIN Walisongo Semarang. Data collection was conducted through in-depth, semi-structured interviews, allowing participants to freely express their values, preferences, and experiences. The data were analyzed using thematic analysis, following [9] six-phase framework, which is particularly effective in identifying patterns of meaning across qualitative datasets.

The central research questions guiding this study are as follows:

1. What factors influence hijab purchasing decisions among university students in an Islamic academic setting?
2. How do digital media platforms, peer group dynamics, and self-identity influence the decision-making process?
3. What role do product attributes such as price, fabric quality, and design aesthetic play in shaping preferences?

The main contributions of this study are:

1. Providing a contemporary, culturally nuanced understanding of Muslim fashion consumption among Generation Z women in Indonesia.
2. Identifying emerging influencing factors, including the influence of TikTok trends, micro-influencers, and aesthetic self-presentation through social platforms.
3. Offering actionable insights for hijab brand marketers, retailers, and designers aiming to reach educated, urban Muslim women with informed and authentic strategies.

2. Preliminaries or Related Work or Literature Review

This section outlines the theoretical foundation and previous studies that form the conceptual framework of this research. The literature review is organized into two main foci: (1) consumer behavior theory, and (2) empirical studies on hijab purchasing behavior, particularly relevant to the population of Muslim female university students in Indonesia.

Consumer Behavior Theory

Consumer behavior is a multidisciplinary field that explains how individuals, groups, and organizations select, purchase, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires [10]. In the context of fashion, consumer behavior is influenced not only by functional attributes (such as price or comfort) but also by the symbolic and emotional values attached to the product [11].

One widely used model is the Engel-Blackwell-Miniard Model, which divides the decision-making process into five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. This model emphasizes the role of both internal triggers (such as personal needs) and external influences (such as social or media factors).

Furthermore, the Theory of Planned Behavior (TPB) by [12] provides a critical framework for understanding the behavior of Muslim consumers. TPB posits that behavioral intention is influenced by three core factors: attitudes toward the behavior, subjective norms, and perceived behavioral control. In the context of hijab consumption, social norms such as peer influence, university environment, and religious obligations serve as significant drivers. With the evolution of the digital age, consumer behavior theories have become increasingly complex, as digital interactions via social media platforms such as Instagram, TikTok, and YouTube have shaped “digital peer groups” that influence the preferences and identities of younger consumers, particularly Generation Z.

Hijab Consumption and Related Studies

In recent years, research on hijab consumption has grown significantly, in parallel with increasing attention to Islamic fashion as part of cultural identity and self-expression [13]. The study by [14] shows that Muslim female students no longer perceive hijab solely as a religious obligation but rather as part of a modern, religious lifestyle. This shift is influenced by the rise of social media, particularly Instagram and TikTok, where Muslimah influencers and celebrities play a major role in shaping consumer perceptions and preferences [15].

Product characteristics also significantly impact purchasing decisions. [16] found that fabric comfort, affordable pricing, and modest-yet-fashionable design are the primary preferences among students when purchasing hijabs. This is supported by [16], who observed that trust in the brand and social media testimonials influence consumer loyalty.

However, prior studies tend to be predominantly quantitative and general in nature, often lacking depth in exploring emotional motivations and reflective processes behind purchasing decisions. Additionally, there is a gap in understanding the dynamics of hijab consumption in Islamic educational institutions particularly regarding how Islamic identity, social pressure in the campus environment, and modern fashion aspirations interact to shape consumer behavior.

There is a lack of research that explicitly examines female university students in Islamic institutions a unique segment situated at the intersection of religious norms and popular culture. Furthermore, the influence of short-form video-based social media platforms such as TikTok, which has become a primary medium for disseminating Muslim fashion trends, remains underexplored in the scholarly literature.

Therefore, this study seeks to fill that gap by conducting an in-depth exploration of hijab consumer behavior among female students at UIN Walisongo Semarang. A qualitative case study approach enables a more contextual understanding of how psychological, social, and cultural aspects interact in the decision-making process of contemporary hijab consumers.

3. Proposed Method

This study employs a mixed-method approach, combining qualitative and quantitative techniques in a sequential exploratory design. This approach is chosen to gain a deep and comprehensive understanding of consumer behavior in selecting Mandjha Hijab by Ivan Gunawan products in Central Java Province.

The qualitative phase is conducted first to explore the motivations, values, and preferences of consumers through in-depth interviews. The findings from this phase serve as the foundation for developing the quantitative instrument (questionnaire). Subsequently, the quantitative phase is applied to measure and test behavioral patterns more broadly through a structured survey involving a larger and more representative sample.

This combination allows the researcher to:

- Understand the emotional and symbolic dimensions of hijab purchasing decisions,
- Statistically measure the influence of key factors,
- And integrate the results to build a robust and contextual consumer behavior model.

Workflow and Methodological Steps

The methodological stages in this mixed-method approach include Literature Review and Theoretical Framework Development

Identifying key theories on consumer behavior (such as the Theory of Planned Behavior and the Stimulus-Organism-Response Model) and previous studies as a basis for developing the research model.

Exploratory Phase (Qualitative)

In-depth interviews are conducted with 10–15 consumers from diverse demographic backgrounds. Topics explored include:

Motivations for purchasing hijab

Influence of religious and social values

Brand perception of Mandjha

Preferences regarding design, material, and the public image of Ivan Gunawan

Survey Instrument Development and Pilot Testing

Based on the interview results and relevant theories, a questionnaire is developed using Likert scales, closed-ended questions, and several open-ended items. A pilot test is conducted with 20 initial respondents to evaluate the instrument's validity and reliability.

Survey Implementation (Quantitative)

The full survey is distributed to a minimum of 100 respondents using stratified sampling based on age, education, and income. Data collection is conducted both online and offline to reach a broader audience.

Data Analysis

Qualitative data

Analyzed using thematic analysis with NVivo software [17].

Quantitative data

Analyzed using SPSS or Python (pandas, seaborn) for descriptive and inferential statistics, including multiple linear regression.

Integration and Interpretation

[18] Qualitative and quantitative findings are integrated through triangulation to generate comprehensive insights into key behavioral factors and to validate findings contextually.

Research Workflow Diagram

[Literature Review]



[In-Depth Interviews (Qualitative)]



[Survey Instrument Development]



[Pilot Testing]



[Full-Scale Survey (Quantitative)]



[Data Analysis (Qualitative + Quantitative)]



[Integration & Interpretation of Findings]

Algorithm / Pseudocode for the Mixed-Method Procedure

Input: Theoretical Framework, Interview Transcripts, Survey Data

Output: Integrated Consumer Behavior Model

Step 1: Review the literature and construct a theoretical framework

Step 2: Conduct in-depth interviews with 10–15 participants

Step 3: Extract main themes from transcripts (thematic analysis)

Step 4: Develop a questionnaire based on interviews and theory

Step 5: Pilot test the questionnaire on a small sample

Step 6: Refine and distribute the final questionnaire ($n \geq 100$)

Step 7: Perform descriptive statistics & linear regression

Step 8: Re-code interview transcripts for confirmation

Step 9: Integrate both findings and draw final conclusions

Mathematical Components

(1) Av

$$S = \frac{1}{n} \sum_{i=1}^n R_i$$

Where:

R_i: Score given by respondent *i*

n: Total number of respondents

(2) Weighted Importance Score:

$$I_f = \frac{1}{m} \sum_{j=1}^m W_j \cdot F_j$$

Where:

W_j: Weight assigned by respondent *j*

F_j: Importance level of factor *f* according to respondent *j*

m: Number of valid respondents

Theorem 1:

Significance of Mixed-Method Integration

The integration of qualitative and quantitative methods enhances the validity, data richness, and contextualization of consumer behavior models [19].

Proof of Theorem:

The qualitative method captures social and psychological nuances not reflected in numerical data, while the quantitative method provides statistical evidence and generalizability. Together, they complement each other, resulting in a more holistic and applicable understanding.

4. Results and Discussion

This section presents a mixed-methods analysis combining quantitative and qualitative data. The approach integrates multiple linear regression analysis for the quantitative component and thematic analysis from in-depth interviews for the qualitative component. The goal is to obtain a comprehensive understanding of the factors influencing consumer behavior toward Mandjha hijab products.

Quantitative Results: Multiple Linear Regression Analysis

Table 1. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1 (X1, X2, X3)	0.743	0.553	0.542	1.07061

positive correlation between the independent variables (product quality, customer service, and marketing strategy) and the dependent variable (consumer behavior). The R Square value of 0.553 suggests that 55.3% of the variance in consumer behavior is explained by the three independent variables. The remaining 44.7% is influenced by factors outside the model.

Table 2. ANOVA Test

Model	Sum of Squares	df	Mean Square	F	Sig. (p-value)
Regression	182.771	3	60.924	53.152	0.000
Residual	147.861	129	1.146		
Total	330.632	132			

The F value of 53.152 and p-value of 0.000 ($p < 0.05$) indicate that the regression model is statistically significant. This means at least one of the independent variables has a significant effect on consumer behavior.

Table 3. Regression Coefficients and Significance

Variable	B (Unstd.)
(Constant)	10.198
Product Quality	0.269
Customer Service	0.264
Marketing Strategy	0.271

All independent variables have a significant and positive influence on consumer behavior.

The most influential variable is customer service (Beta = 0.450), followed by product quality (Beta = 0.415), and marketing strategy (Beta = 0.324).

Table 4. Instrument Reliability (Cronbach's Alpha)

Variable	Cronbach's Alpha
Product Quality	0.768
Customer Service	0.774
Marketing Strategy	0.685
Consumer Behavior	0.734

All Cronbach's Alpha values exceed 0.6, indicating that the questionnaire instruments are internally consistent and reliable.

Implications of Quantitative Findings

- 1) Product Quality
Consumers pay attention to fabric durability, material comfort, and modern design. Improvements in these areas have the potential to enhance satisfaction and customer loyalty.
- 2) Customer Service
As the most dominant factor, quick, polite, and solution-oriented service fosters trust and long-term loyalty.
- 3) Marketing Strategy
Effective promotions, accurate brand positioning, and active communication on social media platforms are key drivers of consumer engagement.

Qualitative Results and Thematic Analysis

Data Collection Process

In-depth interviews were conducted with 8–12 purposively selected informants, including:

- 1) Loyal Customers
Shared long-term experiences and expectations regarding Mandjha hijab products.
- 2) Marketing Managers
Provided insights into target segmentation, promotional strategy, and brand positioning.
- 3) Customer Service Staff
Described common complaints, how feedback is handled, and efforts to build customer satisfaction.
The interviews used semi-structured and open-ended questions to allow for deep and flexible responses.

Key Findings

- 1) Comfortable Fabric and Modern Design: Consumers emphasized the importance of breathable, sweat-absorbent fabric and trendy designs. These align with the statistical significance of product quality.
- 2) Friendly and Responsive Service: Customers felt appreciated due to the fast response and polite behavior of staff, which encouraged trust and repeat purchases.
- 3) Effective Marketing Strategies: Celebrity endorsements and active campaigns on Instagram and TikTok helped raise awareness and purchasing interest especially among young consumers.
- 4) Cultural and Community Influence: The hijab is perceived as a cultural and religious symbol. Hijab-wearing communities reinforce brand loyalty through social recommendations.
- 5) Price Concerns: Some respondents, especially students, considered the price relatively high compared to competitors. This highlights an opportunity for promotional or bundled pricing strategies.

Thematic Analysis: Four Key Themes

1. Product Quality & Comfort: A primary driver of purchase decisions.
2. Customer Experience & Emotional Connection: Friendly service creates positive emotional ties.
3. Digital Marketing & Influencer Culture: Social media plays a vital role in brand visibility and engagement.
4. Price Sensitivity & Market Accessibility: Although not statistically dominant, pricing remains a crucial factor for specific segments.

Integration of Mixed-Methods Findings

Quantitative Strengths

- 1) Regression analysis confirms that the three main variables significantly influence consumer behavior.
- 2) Customer service is the most influential variable (Beta = 0.450).
- 3) The model explains over half of the variance in consumer behavior ($R^2 = 0.553$).

Qualitative Depth

Interviews provide real-world context, such as consumer experiences with hijab fabric, service interactions, and perceptions of cultural value.

Latent Issues Beyond Statistics

Although price was not a statistically dominant variable, qualitative responses revealed consumer concerns, particularly among students and budget conscious buyers.

Analytical Synergy

Combining quantitative and qualitative approaches enriches the interpretation of findings: statistics offer generalizability, while narratives add emotional, social, and symbolic context.

The study concludes that product quality, customer service, and marketing strategies significantly influence consumer behavior toward Mandjha hijab products. Among these, customer service is the most dominant factor. The mixed-methods approach provides a deeper understanding of consumer motivations, experiences, and challenges, offering practical recommendations for improving marketing strategies and customer satisfaction.

5. Comparison

Comparison with previous studies or state-of-the-art research is essential to provide a more measurable overview of this study's contribution to the advancement of knowledge and marketing practices for hijab products, particularly the Mandjha brand. The following is a comparison of the findings in this research with several relevant previous studies:

Comparison with Previous Quantitative Studies

This study found that customer service is the most dominant factor influencing consumer behavior (Beta = 0.450), followed by product quality and marketing strategy. These results align with the findings of [20] in their study on Muslim fashion purchasing decisions, which stated that fast, friendly, and solution-oriented customer service significantly enhances customer loyalty.

Meanwhile, a study by [21] indicated that social media-based digital marketing strategies had the greatest influence, which contrasts with this study's findings where marketing strategy ranks third. This discrepancy can be explained by differences in market segmentation. Ananda and Sari's research focused on millennial online shoppers, whereas this study covers a more diverse age group.

Moreover, the R Square value of 0.553 in this study's regression model is relatively high compared to similar studies, which typically range between 0.40–0.50. This indicates that the variables used in this study have strong explanatory power in predicting consumer behavior.

Comparison with Previous Qualitative Studies

From a qualitative perspective, the findings regarding the role of hijab communities and cultural values in strengthening customer loyalty are consistent with research by [22], which concluded that hijab communities create a ripple effect in influencing style preferences and brand loyalty through peer recommendations.

However, this study introduces the issue of pricing, which has rarely been discussed in previous qualitative research. The finding that some respondents especially students consider Mandjha's prices to be relatively high provides a new contribution and can serve as a basis for price segmentation-based marketing strategies.

Comparative Theoretical Implications

Theoretically, the results of this study reinforce the consumer behavior model by [23], which emphasizes the importance of psychological responses to service quality in shaping purchasing decisions. The alignment between empirical findings and this theoretical framework enhances the study's external validity.

Additionally, the mixed-methods approach used in this study offers advantages over previous research that applied only quantitative or qualitative methods. By combining the strengths of both numerical data and narrative insight, this study explains not only how much influence each factor has, but also why and how consumers decide to purchase.

Research Contribution and Novelty

Several key contributions of this research compared to prior studies include:

1. Identification of customer service dominance as the primary factor something rarely emphasized in premium hijab studies.
2. Integration of community and cultural influences in the purchasing process elements seldom addressed in mainstream consumer behavior models.
3. Discovery of pricing implications as a latent issue based on qualitative insights, revealing a perceived pricing gap among younger consumers.
4. Use of a mixed-methods approach that offers depth and data triangulation validity an approach seldom employed in similar studies in the Muslimah fashion sector.

6. Conclusions

This study explores the key factors influencing consumer behavior in choosing hijab products from the Mandjha by Ivan Gunawan brand. The findings reveal several core dimensions that significantly affect purchasing decisions and customer loyalty, with important implications for marketing strategy, product development, and consumer engagement in the modest fashion industry.

1. Key Influencing Factors on Consumer Behavior

The research highlights that consumer behavior in selecting Mandjha hijab products is strongly influenced by three main factors: product quality, customer service, and marketing strategies. These elements interact synergistically to shape consumer purchasing decisions and foster long-term brand loyalty.

2. Product Quality as a Primary Determinant

Consumers place high value on hijab materials that are comfortable for long-term use and stylish in design, aligning with current hijab fashion trends. This emphasis on quality and aesthetics makes Mandjha a preferred brand over others, underscoring the critical role of material innovation and visual appeal in market competitiveness.

3. The Role of Customer Service

Friendly, responsive, and efficient customer service serves as the foundation for building consumer trust. Good service not only enhances customer satisfaction but also encourages repeat purchases and brand advocacy, thereby reinforcing long-term loyalty to the Mandjha brand.

4. Effectiveness of Digital Marketing Strategies

Active use of social media platforms supported by influencers and celebrities significantly boosts brand awareness and facilitates market penetration, particularly among younger and millennial consumers. This reinforces Mandjha's brand positioning in an increasingly competitive and dynamic fashion market.

5. Social and Cultural Influences

The sense of belonging to the hijab community and the alignment with cultural values strengthen consumers' emotional connection to the brand. This emotional and social attachment goes beyond product functionality, creating a deeper form of loyalty.

6. Price Barriers

A notable challenge is the relatively high product price, which limits accessibility for price-sensitive groups such as students and low-income consumers. This issue suggests the need for strategic pricing policies to broaden market reach and ensure greater inclusivity.

Implications and Limitations

This research contributes to the broader understanding of consumer behavior in the modest fashion sector, especially within a culturally driven and digitally influenced market context. However, limitations include the focus on a single brand and geographic concentration, which may affect the generalizability of the findings. Future research should explore comparative studies across brands, regions, and consumer segments to develop a more holistic understanding of hijab consumer behavior.

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