

THE EFFECT OF PROMOTION THROUGH SOCIAL MEDIA (FACEBOOK) AND WORD OF MOUTH ON INTEREST IN BUYING YAMAHA AUTOMATIC MOTORCYCLES (Case Study on Yamaha Thamrin Brother Motor Lebong Consumers)

Fahmi Ramadhona, Gilang Prasetyo Hari¹, Islamuddin²

^{1,2}Management Study Program, Faculty of Economics and Business, Muhammadiyah
University of Bengkulu
fahmiromahona@gmail.com, gilangtyohari@gmail.com¹, islamuddin@umb.ac.id²

Corresponding email: fahmiromahona@gmail.com

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ABSTRACT

This study aims to analyze the influence of promotion through Facebook social media and word of mouth on the purchase intention of Yamaha automatic motorcycles among consumers of Yamaha Thamrin Brother Motor in Lebong Regency. A quantitative method with a case study approach" become "a quantitative approach using a case study design" for smoother academic phrasing, in which data were collected through questionnaires distributed to 75 respondents. The classical assumption tests, including normality, multicollinearity, and heteroscedasticity, is more standard in research writing. The results of the multiple linear regression analysis revealed that both Facebook social media promotion and word of mouth had a positive and significant effect on purchase intention, with word of mouth contributing a stronger effect. The t-test results indicated that each independent variable significantly influenced the dependent variable individually, while the F-test showed that both variables simultaneously had a significant effect. The Adjusted R² value of 0.628 indicates that 62.8% of the variation in purchase intention can be explained by the two independent variables. In conclusion, digital promotion strategies and consumer-to-consumer information dissemination play a vital role in shaping consumer purchasing decisions for Yamaha automatic motorcycles.

INTRODUCTION

The development of the automotive industry in the current era shows significant progress, circulating in society" become "*available in the market*". The high public demand for practical and efficient means of mobility has also driven the growth of this sector. In general, the automotive industry can be defined as a sector focused on the design, development, production, marketing, and sale of motor vehicles. Based on global production data, China holds the top position as the world's largest motor vehicle producer with a output of 18.264 million units. In increasingly modern times, the motorcycle market is filled with various well-known brands such as Yamaha, Honda, Suzuki, Kawasaki, omit and others. Each manufacturer strives to create products that are superior to their competitors, so an effective and consistent marketing strategy is a crucial factor in supporting business sustainability and company growth.

Consumer purchasing interest begins with the desire to make a purchase, which is influenced by various factors, including family environment, appropriate price levels, information obtained, and the benefits or utility of the product being considered. Competition between Yamaha and Honda for the top position in the motorcycle market is very intense. Promotion is a crucial element in marketing strategies that serve to inform consumers about the launch of a new product and attract their interest in making a purchase (Hermawan, 2012). Facebook is a virtual space that has a significant impact on social life. Ekawanti (2019) states that purchasing interest is influenced by several factors. In conditions of increasingly fierce market competition, companies need to present products that are not only high quality but also have competitive advantages that differentiate them from competitors' products. Quality is one of the main aspects that influence consumer decisions before making a purchase. Quality aspects can be measured through various indicators such as durability, reliability, exclusivity, comfort, and the physical appearance of the product, including color, shape, and packaging (Kurnianingsih & Sugiyanto, 2020). In this fast-paced, convenient, and easily accessible information era, new media serves not only as a communication channel but also as a source of entertainment and information accessible through mobile devices. Social media, as a popular form of new media, facilitates the spread of information through word of mouth..

LITERATURE REVIEW

Purchase Interest

According to Kotler and Keller (2009), purchasing interest is a form of consumer response or behavior toward an object by indicating a desire to purchase that object. Meanwhile, according to Fandy Tjiptono (2014), consumer purchasing interest reflects a person's desire and passion to obtain a product.

According to Tjiptono (2008), purchasing interest can be identified through several main indicators.

1. Transactional interest
2. Referential interest
3. Preferential interest
4. Exploratory interest

Promosi Media Sosial

Social media marketing is an internet-based marketing strategy aimed at achieving marketing targets by leveraging participation in social media networks (Maoyan, 2014). Marketing communication is a strategy used by companies to convey information, engage, and remind consumers about a product or brand, both through direct and indirect interactions (Kotler & Keller, 2016). Hermawan, in Arianta & Kartika (2020), defines promotion as a crucial component of marketing aimed at informing consumers about new product launches and encouraging them to make purchases.

According to Tjiptono (2008), promotion indicators can be categorized as follows:

1. Advertising
2. Personal Selling
3. Sales Promotion
4. Public Relations

Word Of Mouth

Kotler & Keller (2009) defines word of mouth as a marketing activity that takes place from person to person, either verbally, in writing, or through electronic communication media connected to the internet, based on real experiences with products or services. Meanwhile, Hasan (2010) explains that word of mouth is a form of praise, recommendations, or comments from customers regarding their experiences with products or services, which can significantly influence purchasing decisions and shape customer trust levels. Donni Juni Priansha (2017) explains that word of mouth (WOM) is a form of marketing that involves conveying information about a product or service from one consumer to another, with the aim of discussing, promoting, and encouraging interest in a brand.

Babin and Barry (2014) stated that Word of Mouth indicators cover several aspects.

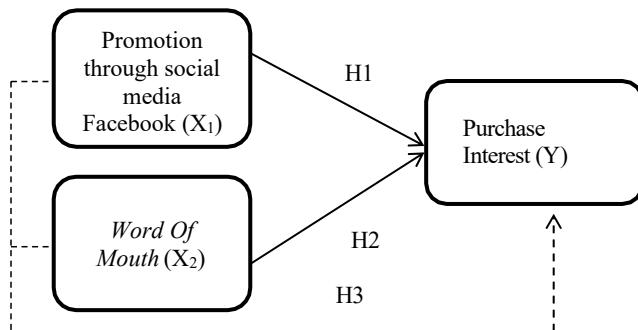
1. Consumers' willingness to share positive things about the quality of services and products with others.
2. Providing recommendations for the company's services or products to others as a form of support for the company.
3. Encouraging friends or relatives to purchase the company's products or use its services.

Theoretical Framework

Based on the previous theoretical basis, this study aims to examine the influence of promotion through Facebook and word of mouth on sales volume at the Yamaha Thamrin Lebong Dealer. The variables used consist of independent variables, namely promotion through Facebook (X1) and word of mouth (X2), and the dependent

variable, namely sales volume (Y). This study is intended to identify the influence of each independent variable on the dependent variable, while simultaneously analyzing the influence of both independent variables on the dependent variable.

Figure 1
Theoretical Framework



Hypothesis

According to Yam and Taufik (2021), a hypothesis is a statement that suggests a possible relationship between two or more facts or variables. A hypothesis doesn't have to be true; instead, its validity must be tested. A hypothesis may be true or false; its validity must be empirically tested. Based on the theoretical basis above, the research hypothesis is formulated as follows:

- H1: It is suspected that there is an influence between promotions and interest in buying motorbikes at the Yamaha Thamrin Lebong dealer.
- H2: It is suspected that there is an influence between word of mouth and interest in buying motorbikes at the Yamaha Thamrin Lebong dealer.
- H3: It is suspected that promotions via social media (Facebook) and word of mouth have a significant influence on purchasing interest at the Yamaha Thamrin Lebong dealer.

RESEARCH METHODS

Place and Time of Research

This research was conducted at the Yamaha Thamrin Lebong Dealership, located in Amen District, Lebong Regency, right next to the traditional market. The research subjects included Yamaha Thamrin Lebong Dealership consumers from January 2023 to December 2023. The research period was set for one year, which included data collection, data processing, and presentation of results in the form of factual data throughout the research process.

Types of research

This research uses a quantitative method., namely a research approach that focuses on collecting and analyzing data in numerical form with the aim of producing findings that can be measured objectively. This method utilizes statistical procedures or other quantitative measurement techniques to process the data to draw valid conclusions.conclusions can be drawn. The measurement scale used is the Likert scale, which allows researchers to quantitatively measure respondents' perceptions, opinions, and attitudes. Data analysis was carried out using statistical techniques, such as validity and reliability tests, multiple linear regression, and hypothesis testing, to determine the extent of the influence of each independent variable on purchasing interest.

Population and Sample

In this study, the population refers to all consumers who interact with the Yamaha Thamrin Brother Motor Lebong dealership. This population includes all visitors who come to view, seek information, or make purchases of Yamaha automatic motorcycle products at the dealership, which consisted of 75 individuals.. In this study, the number of Yamaha Thamrin Brother Motor Lebong consumer population is recorded as less than 75 people, so the entire population is used as respondents. This approach is called a census technique, where each member of the population is used as an observation unit to obtain accurate and representative research results.

Data collection technique

1. Observation

Observation is a data collection method carried out by directly observing the object being studied, accompanied by systematic recording of the situations and behaviors that emerge.

2. Questionnaire

Data collection in this study was conducted using a questionnaire, a research instrument consisting of a series of written questions with alternative answers so that respondents could choose according to their opinion.

Data Analysis Techniques

Test Research Instruments

Validity Test

A research instrument is considered valid if it demonstrates that the measuring instrument used is truly appropriate for obtaining data relevant to the measurement objectives, or in other words, is capable of measuring the aspects intended to be measured (Sugiyono, 2018). The validity testing of the questionnaire in this study was conducted by applying the following formula:

$$r_{xy} = \frac{N \sum XY - (\sum X)(\sum Y)}{\sqrt{[N \sum X^2 - (\sum X)^2][N \sum Y^2 - (\sum Y)^2]}}$$

Reliability Test

Reliability refers to the extent to which an instrument is able to produce consistent and unchanging measurement results, both when used repeatedly at different times and in various situations. An instrument is said to have good reliability if the level of stability and consistency of the results can be maintained. In this study, reliability testing was conducted using the Cronbach's Alpha statistical method. A variable is declared reliable if it has a Cronbach's Alpha value greater than 0.6, which indicates that the instrument is suitable for use because it is able to measure the variable consistently. If $r_{hitung} > r_{tabel}$, then the questionnaire is declared reliable. Conversely, if $r_{hitung} < r_{tabel}$, then the questionnaire is declared unreliable.

Classical Assumption Test

Normality Test

Ghozali (2018) explains that the normality test is a procedure to assess whether the independent and dependent variables in a regression model have a data distribution pattern that is close to normal. A good quality regression model is indicated by a symmetrical data distribution, without skew to the left or right, thus forming a normal curve. In this study, the normality test was conducted using the Kolmogorov-Smirnov method through the SPSS application at a significance level of 0.05. Interpretation of the test results is based on the probability value (sig), where if the sig value > 0.05 , the data is considered normally distributed. Conversely, if the sig value < 0.05 , the data is declared not normally distributed.

Multicollinearity Test

The multicollinearity test is used to determine whether there is a strong relationship between independent variables in a regression model. According to Ghozali (2018), this test is conducted to ensure that there is no high correlation between the independent variables, which could affect the accuracy of the analysis results. The ideal regression model is one in which the independent variables are independent of each other, thus preventing multicollinearity. The presence or absence of this phenomenon is usually assessed through the Tolerance and Variance Inflation Factor (VIF) values. If the VIF value is below 10, it can be concluded that there is no multicollinearity. Conversely, if the VIF value exceeds 10, it indicates the presence of multicollinearity in the analyzed data.

Heteroscedasticity Test

According to Ghozali (2018), heteroscedasticity testing is performed to detect differences in residual variance between observations in a regression model. This testing process can be performed by observing the Spearman Rank correlation coefficient between the independent variable and the residual (error). If the test results show a significance value greater than 0.05, it can be concluded that the regression model is free from heteroscedasticity.

Multiple Linear Regression

Data The general form of the multiple linear regression equation can be written as follows:

$$\hat{Y} = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \cdots + \beta_n X_n + \varepsilon$$

Hypothesis Testing

T-test (partial)

This test aims to determine whether the resulting regression coefficient has a significant effect or not on the variables studied. In quantitative research, the t-test is conducted by comparing the calculated t-value with the t-table at a certain significance level (generally 0.05). If the calculated t-value is greater than the t-table and the significance value is smaller than the predetermined level, then the null hypothesis (H_0) is rejected, which means the independent variable has a significant effect on the dependent variable. Conversely, if the calculated t-value is smaller than the t-table or the significance value exceeds the predetermined limit, then the null hypothesis is accepted, indicating that there is no significant effect.

F test (simultaneous)

This test aims to determine whether all independent variables, when tested together, have a meaningful relationship with the dependent variable. The process involves comparing the calculated F value with the F table at a certain significance level, usually 0.05. If the calculated F exceeds the F table and the significance value is less than the specified limit, then the null hypothesis (H_0) is rejected, which means the regression model is suitable for use because the independent variables have a significant effect simultaneously.

Coefficient of Determination (R^2)

The coefficient of determination is used to assess the extent to which the independent variables, namely promotion through social media Facebook and word of mouth, can explain variations in the dependent variable, namely purchase intention. The value of this coefficient ranges from 0 to 1 ($0 \leq R^2 \leq 1$). If the R^2 value is close to 0, it means that the contribution of promotion and word of mouth in influencing purchase intention is very small or even insignificant. Conversely, if the R^2 value is close to 1, then the independent variables have a very strong influence or almost completely explain the variation in purchase intention.

RESEARCH RESULTS AND DISCUSSION

Test Research Instruments

Validity Test

In this process, each statement item is analyzed for its validity level using the

product moment correlation formula. Determination of item validity can be done by comparing the calculated r value and the table r value. If the calculated r value exceeds the table r value, then the statement item is declared valid at a significance level of 0.05. With the number of respondents (n) of 75, the table r value can be obtained using the formula $(\alpha, n-2)$ in the product moment table. Based on the calculation, with $n = 75$ and $\alpha = 5\%$, the table r value at a significance level of 5% is 0.2272.

Reliability Test

Reliability testing was conducted using the Cronbach's Alpha method. The research instrument is declared reliable if the Cronbach's Alpha value obtained exceeds 0.60, making it worthy of further analysis. Based on the validity test results presented in chapter 3, all questions in the promotion variable showed a calculated value greater than the table r (0.2272). This indicates that each question item is valid, so it can be considered relevant to the research objectives. Furthermore, the reliability test results also show that the r alpha value for all variables is above 0.60. Thus, it can be concluded that all questionnaire items in this study meet the reliability criteria.

Classical Assumption Test

Normality Test

Table 1
Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Predicted Value	
N		75	
Normal Parameters ^a	Mean	3.8400000	
	Std. Deviation	0.47863112	
Most Differences	Extreme	Absolute	0.080
		Positive	0.064
		Negative	-0.080
Kolmogorov-Smirnov Z		0.693	
Asymp. Sig. (2-tailed)		0.723	

a. Test distribution is Normal

Based on the results of the normality test conducted using the Kolmogorov-Smirnov method, a significance value of 0.723 was obtained. This value is greater than the significance level used in the study, which is 0.05. Thus, these results indicate that the research data meets the assumption of normality.

Multicollinearity Test

Table 2
Multicollinearity Test Results

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.030	.289		3.560	.001		
Promosi FB	.296	.083	.386	3.557	.001	.428	2.339
WOM	.496	.115	.466	4.302	.000	.428	2.339

a. Dependent Variable: Minat Beli

Based on the output results in the Coefficient table, it is known that the Tolerance (TOL) value for the promotion variables via Facebook and Word of Mouth (WOM) is 0.428, while the Variance Inflation Factor (VIF) value for both variables is 2.339. The similarity of the TOL and VIF values for these two variables is caused by the regression model that only involves two independent variables, so the $R^2X_1X_2$ value is identical to $R^2X_2X_1$. Considering that the VIF value of 2.339 is still below the threshold of 10 and the TOL value of 0.428 is higher than 0.1, it can be concluded that the regression model used does not show any indication of multicollinearity.

Heteroscedasticity Test

Table 3
Heteroscedasticity Test Results

Coefficients ^a						
Model	Unstandardized Coefficients			Standardized Coefficients	T	Sig.
	B	Std. Error	Beta			
1 (Constant)	.477	.190			2.507	.014
Promosi FB	-.089	.055	-.284	-1.625		.108
WOM	.020	.076	.046	.262		.794

a. Dependent Variable: ABRES

Based on the results obtained, it can be concluded that the regression model in this study does not exhibit any symptoms of heteroscedasticity. This is evidenced by the significance

value of the promotion variable on the absolute residual, which is 0.108, greater than the significance limit of 0.05. Similarly, the significance value of the word of mouth (WOM) variable on the absolute residual is recorded at 0.794, which also exceeds the threshold of 0.05.

Multiple Linear Regression Analysis

Table 4
Multiple Linear Regression

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
Model	B	Std. Error	Beta			
1 (Constant)	1.030	.289		3.560	.001	
Promosi FB	.296	.083	.386	3.557	.001	
WOM	.496	.115	.466	4.302	.000	
a. Dependent Variable: Minat Beli						

Based on the table presented, the following regression equation is obtained:

$$Y = 1,030 + 0,296 X_1 + 0,496 X_2.$$

This equation shows that both independent variables, namely promotion on Facebook social media (X_1) and Word of Mouth (X_2), have an influence on the dependent variable in the form of purchase interest (Y). Between the two, Word of Mouth has the greatest influence with a coefficient of 0.496, while promotion through Facebook social media has a coefficient of 0.296. This means that if the value of Y increases by 1%, then X_1 will increase by 0.296 and X_2 will increase by 0.496, indicating the relative contribution of each variable to purchase interest.

Hypothesis Testing Partial T-Test

Table 5
T-Test Results (Partial Test)

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
Model	B	Std. Error	Beta			
1 (Constant)	1.030	.289		3.560	.001	
Promosi FB	.296	.083	.386	3.557	.001	
WOM	.496	.115	.466	4.302	.000	
a. Dependent Variable: Minat Beli						

Based on the results of the analysis shown in the table above, several important

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Commented [A2]: Logic: Reverse logic: independent variables cause changes in Y. Should be "If X_1 increases by 1%, Y will increase by 0.296."

Commented [A3]: Diction: Fine, but "indicating" → "which indicates."

findings were obtained regarding hypothesis testing:

1. The Influence of Promotion Variables Through Facebook Social Media (X_1) The t-test results for the promotion variable through Facebook social media showed a calculated t-value of 3.557 with a significance level of 0.001. When compared with the t-table of 1.993 at a significance level of 0.05, the calculated t-value is greater than the table t-value. This indicates that the first hypothesis (H_1) is accepted.
2. Word of Mouth Variable (X_2) The t-test for the Word of Mouth variable yielded a calculated t-value of 4.302 with a significance level of 0.001. Using the t-table of 1.993 at a significance level of 0.05, the calculated t-value is greater than the table t-value. This indicates that the second hypothesis (H_2) is accepted.

F Test (Simultaneous)

Table 6
F-Test Results (Simultaneous Test)

ANOVA ^b					
Model	Sum of Squares		Mean Square	F	Sig.
1 Regressid	16.952		8.476	63.522	.000 ^a
Residual	9.608	2	.133		
Total	26.560	4			
a. Predictors: (Constant), WOM, Promosi FB					
b. Predictors: (Constant), WOM, Promosi FB					
c. Dependent Variable: Minat Beli					

Based on the analysis results in the table above, it is known that the calculated F value obtained is 63.522 with a significance level of 0.05, and the degrees of freedom $df_1 = 2$ and $df_2 = 72$ which produces an F table value of 3.12. Because the calculated F (63.522) is greater than the F table (3.12) and the significance value of 0.000 is far below 0.05, the results indicate that the two independent variables, namely promotions on Facebook social media and word of mouth, simultaneously have a significant effect on the dependent variable of purchase interest. Thus, the regression model used is declared appropriate to explain the relationship between these variables.

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CONCLUSION

This study was conducted to examine the influence of promotions through social media, particularly Facebook, and Word of Mouth on consumer purchasing interest in Yamaha automatic motorcycles at Yamaha Thamrin Brother Motor Lebong. Furthermore, this study aims to identify the variables that have a dominant influence among the two independent variables. Based on the formulation of the problem that has

been determined, the data analysis conducted, and the discussion in the previous chapter, several research conclusions were obtained:

1. The partial analysis results indicate that promotion through social media has a significant influence on consumer purchase intention. This is evidenced by the calculated t-value, which is greater than the t-table value at the 5% significance level and below 0.05. This finding indicates that the promotional strategy through Facebook is able to attract attention and encourage the interest of potential buyers of Yamaha automatic motorcycles.
2. Word of mouth also proved to have a significant influence on consumer purchase intention. The partial test results showed a calculated t-value that exceeded the t-table value with a significance level below 0.05, thus the proposed hypothesis is accepted. This indicates that recommendations or positive information shared by consumers to others can increase the likelihood of making a purchase.
3. Based on the simultaneous test results, promotion through social media, Facebook, and word of mouth, together, have a significant influence on consumer purchase intention. The calculated F-value, which is greater than the F-table value and below 0.05 significance level, indicates that the combination of the two strategies can provide a strong boost to purchase intention for Yamaha automatic motorcycles at Yamaha Thamrin Brother Motor Lebong. Thus, it can be concluded that effective use of Facebook social media and positive Word of Mouth management are important factors in increasing consumer purchasing interest.

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