Research Horizon

ISSN: 2808-0696 (p), 2807-9531 (e)

Research Horizon
Volume: 04
Issue: 03
Year: 2024
Page: 117-128

The Influence of Work Environment, Job Stress and Workload on Employee Performance in The Ministry of Religion in South Halmahera

M. Ayyanhar[1], A. Djafar[2*], Hamzah Gunawan[3]

[1] Department of Management, Universitas Dian Nuswantoro

[*] *Corresponding author: A. Djafar (iyandjafar18@gmail.com)*

Abstract

This study aims to investigate the impact of model availability, price, and promotion on consumer purchasing intention towards Vans footwear products among university students in Yogyakarta. The research employs a survey approach to collect data from respondents who are students from various universities in Yogyakarta. Regression analysis is utilized to evaluate the relationship between the independent variables (model availability, price, and promotion) and the dependent variable (consumer purchasing intention). The gathered data will be comprehensively analyzed to assess how model availability, offered prices, and promotional strategies influence consumer purchasing intention for Vans footwear products in the student market of Yogyakarta. Findings from this study are expected to contribute to enriching the literature on consumer behavior and marketing strategies in the fashion product sector, particularly within the context of the student segment.

Keywords

Vans Footwear, Model Availability, Price, Promotion.

1. Introduction

The footwear industry is one of the leading sectors in the global fashion industry. In Indonesia, the footwear industry has experienced significant growth, particularly with consumer interest in international brands such as Vans. Vans, as an iconic shoe brand, has a strong reputation among young consumers (Nurhandayani, 2022). Yogyakarta was chosen as the research location due to being a major educational center in Indonesia with a large and diverse population. Active students there play a crucial role in fashion trends and product choices. The availability of models significantly influences consumer purchasing decisions, especially in the dynamic fashion industry like footwear (Rahayu & Rushadiyati, 2021).

Vans is known for its diverse collection, ranging from classic designs to unique collaborations, offering consumers many choices to express their style. In-depth research on how model availability affects consumer purchasing interest in Vans shoes is still limited, especially in Yogyakarta (Irma & Yusuf, 2020). Therefore, this study aims to explore the impact of model availability on consumer purchasing interest in this market. It provides a deep understanding of consumer behavior in the local footwear market, particularly among students in Yogyakarta.

Develop Marketing Strategies: Provide a foundation for developing more effective marketing strategies for Vans and its competitors. Increase Sales: Support revenue growth and market share through understanding factors influencing consumer purchases. Determine if Model Availability has a positive and significant impact on consumer purchasing interest in Vans shoes. Determine if Price has a positive and significant impact on consumer purchasing interest in Vans shoes. Determine if Promotion has a positive and significant impact on consumer purchasing interest in Vans shoes. Determine if Model Availability, Price, and Promotion together have a positive and significant impact on consumer purchasing interest in Vans shoes.

2. Literature Review

Consumer purchasing interest refers to the level of interest or inclination consumers have towards acquiring a specific product or service. It reflects the intention or desire that drives them to make a purchase. In marketing context, consumer purchasing interest represents the initial stage of the purchasing decision process, where consumers express their interest in a particular product or service (Hassan, 2020). There are several factors influencing consumer purchasing interest. Psychological factors encompass consumer needs, desires, attitudes, and motivations towards specific products or services.

For example, aesthetic factors or practicality can influence consumer preferences for Vans shoes (Hassan, 2020). Social factors, such as interactions within social groups or influence from peers and celebrities, can also impact consumer purchasing interest. Social norms play a significant role in purchasing decisions (Rifai, 2021). Economic factors, including price and product value, also influence consumer purchasing interest. Products perceived as affordable and offering good value tend to be more attractive (Hassan, 2020). Situational factors, such as purchase context or situations like promotions or discounts, can additionally influence consumer purchasing interest (Rifai, 2021). A deep understanding of these factors helps in designing effective marketing strategies to attract and maintain consumer interest in specific products or services.

Model availability refers to the quantity and variety of Vans products available for purchase by consumers in Yogyakarta. This includes not only physically available products in stores but also the range of sizes, colors, and product characteristics available in the market. Good model availability reflects the brand's

responsiveness to consumer needs and can influence brand perception and consumer satisfaction. Conversely, limited model availability may reduce consumer satisfaction and sales opportunities (Smith, 2021). Factors influencing model availability include supply chain management strategies, inventory policies, and understanding market trends. Effective supply chain management ensures smooth product flow from suppliers to end consumers. Good inventory policies are crucial for meeting market demand timely (Brown, 2020; Lee, 2022).

Wide model availability can enhance consumer purchasing interest by providing more product choices that match their preferences. Conversely, limited model availability may decrease purchasing interest as consumers may feel constrained in their choices (Jones, 2021). Price is not just a number on the product but also reflects the perceived value consumers associate with the product (Thompson, 2021). High production costs may lead to higher prices, while marketing strategies such as premium pricing or promotions can influence pricing (Kotler, 2016; Nagle, 2021). Prices that are too high or too low can affect consumer perception of product value. Discounts or price promotions can increase purchasing interest by offering better value or incentives for immediate purchase (Dawes, 2020). Promotion involves various techniques such as advertising, sales promotions, and direct marketing to increase consumer awareness of products or services, strengthen brand image, and drive purchasing actions (Belch, 2020). Clear promotional objectives and creative strategies can enhance promotion effectiveness in reaching the right target audience (Kotler, 2020; Clow, 2019). By understanding these foundational theories, it is hoped to assist in designing more effective marketing strategies to attract consumer purchasing interest in Vans shoes in Yogyakarta.

3. Research Method

This research uses a quantitative approach with a descriptive approach to describe and analyze the relationship between model availability, price, promotion and consumer purchase interest in Vans shoes. This research uses primary data obtained through an online questionnaire distributed to students in Yogyakarta. This approach was chosen for the desired accuracy and relevance of the data. The population in this study are students in Yogyakarta with an interest in Vans shoes. The sample in this research was selected randomly from the list of students at educational institutions in Yogyakarta, with a sample size of 100 respondents to ensure adequate representation. The data collection method in this research uses an online questionnaire with a Likert scale to measure respondents' perceptions and attitudes towards the variables studied. Each variable such as model availability, price, promotion, and purchase intention is operationally defined with specific indicators and uses a Likert scale for measurement. Descriptive Analysis: Used to summarize the basic characteristics of data. Multiple Linear Regression: To test the influence of the independent variable on the dependent variable purchase interest.

4. Research Result

This research involved 150 students from various universities in Yogyakarta who were interested in buying Vans brand shoes. Of the total respondents, 100 people were selected for a more in-depth analysis of their characteristics, including gender, age, education level and place of study. Of the total 100 respondents, 51% were male and 49% female, with the majority aged between 18 to 25 years (77%), followed by the 26-33 year old (16%) and 34-41 year old (7%) groups. In terms of education level, the majority of respondents had a bachelor's degree (S1) at 45%, followed by high school graduates/equivalent at 37%, diploma (D3) at 11%, and postgraduate (S2) at 7%. This data is used to analyze whether education level influences interest in purchasing Vans shoes among students. Apart from that, the data also shows the

distribution of respondents based on where they studied, with Mercu Buana Yogyakarta University (UMBY) being the largest (25%), followed by Gadjah Mada University (UGM) and Yogyakarta State University (UNY) each at 17%. This research aims to understand differences in purchasing preferences for Vans shoes based on the demographic characteristics of respondents. This analysis is important to identify whether there are significant differences in purchasing interests and tendencies between men and women, as well as between different age groups, education levels and colleges. The results are expected to provide deeper insight into the influence of demographic characteristics on interest in purchasing Vans shoe products among Yogyakarta students.

Table 1. Validity Test Results

Variable	t count	t table	Information
Purchase Interest (Y)			
Y1.1	0,529	1.985	Valid
Y1.2	0,358	1.985	Valid
Y1.3	0,595	1.985	Valid
Y1.4	0,679	1.985	Valid
Y1.5	0,681	1.985	Valid
Model Availability (X1)			
X1.1	0,537	1.985	Valid
X1.2	0,605	1.985	Valid
X1.3	0,689	1.985	Valid
X1.4	0,613	1.985	Valid
X1.5	0,536	1.985	Valid
Price (X2)			
X2.1	0,664	1.985	Valid
X2.2	0,712	1.985	Valid
X2.3	0,698	1.985	Valid
X2.4	0,678	1.985	Valid
X2.5	0,499	1.985	Valid
Promotion (X3)			
X3.1	0,656	1.985	Valid
X3.2	0,593	1.985	Valid
X3.3	0,722	1.985	Valid
X3.4	0,659	1.985	Valid
X3.5	0,622	1.985	Valid

Validity test results for the variables Purchase Interest (Y), model availability (X1), price (X2), and promotion (X3) for Vans shoe products. From the test results, it can be stated that all of these variables are valid because the calculated t value is smaller than the specified t table. The Purchase Interest variable (Y) consists of five indicators, namely Y1.1 to Y1.5, all of which show a calculated t value that is lower than the t table, confirming the validity of this variable. Likewise, the variables model availability (X1), price (X2), and promotion (X3), were all declared valid based on the test results. Thus, it can be ensured that the variables used in this research can be used validly to analyze the influence of model availability, price and promotion on consumer purchase interest in Vans shoe products.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Minimum	Information
Purchase Interest (Y)	0.492	0.06	Reliable
Model Availability (X1)	0.549	0.06	Reliable
Price (X2)	0.659	0.06	Reliable
Promotion (X3)	0.663	0.06	Reliable

Reliability test results for the variables Purchase Interest (Y), model availability (X1), price (X2), and promotion (X3) for Vans shoe products. Based on the test results, it can be said that all these variables have a good level of reliability because the Cronbach's Alpha value obtained is greater than the minimum value set (0.06). The Purchase Interest variable (Y) has a Cronbach's Alpha value of 0.492. The Model Availability Variable (X1) has a Cronbach's Alpha value of 0.549. The Price variable (X2) has a Cronbach's Alpha value of 0.659. The Promotion Variable (X3) has a Cronbach's Alpha value of 0.663. Thus, it can be ensured that these variables can be used reliably to analyze the influence of model availability, price and promotion on consumer purchase interest in Vans shoe products.

Table 3. Normality Test Results

N		**100**
Normal Parameters[a,b]	Mean	0.0000000
	Std. Deviation	1.79240188
Most Extreme Differences	Absolute	0.077
	Positive	0.044
	Negative	-0.077
Statistical Tests		0.077
Asymp. Sig. (2-tailed)		0.151[c]

The theory put forward by Ghozali (2018), a normality test is carried out to find out whether in the regression model, the confounding or residual variables have a normal distribution. A good regression model is one that has a data distribution that is close to normal or normal data. In this research, the testing technique used was the One Sample Kolmogorov-Smirnov Test. Data is considered to have a normal distribution if the significance value (p-value) is greater than 0.05. Conversely, data is considered not to have a normal distribution if the significance value (p-value) is less than 0.05. The normality test results show that the significance value is 0.77. Because the significance value is greater than 0.05, it can be concluded that the data has a normal distribution. Thus, the residual variables in this regression model can be said to have a normal distribution.

Autocorrelation can be defined as the correlation between a series of observations classified by time or location (Hilmi, 2022). In this research, researchers used the Watson Test method to identify whether there was an autocorrelation problem in the empirical model used. The Durbin-Watson (DW) test is used to test the presence of autocorrelation in the regression model. Based on the test results, the Durbin-Watson value was 2.034. By using the criteria for rejecting H0 if $d < dL$ and failing to reject H0 if $d >$, it can be concluded that the Durbin-Watson value (2.034) is above dU. Therefore, there is insufficient evidence to reject the null hypothesis (H0). In other words, there is not enough evidence to conclude that there is autocorrelation in the regression model.

Table 4. Heteroscedasticity Test Results

Model	Unst. Coef. B	Unst. Coef. Std. Error	Stand. Coef. Beta	t	Sig
(Constant)	-0.039	1.109		-0.035	0.972
X1	-0.025	0.054	-0.055	-0.473	0.637
X2	0.109	0.055	0.258	1.978	0.051
X3	-0.014	0.049	-0.034	-0.285	0.776
Multiple Linear Regression Test Results					
(Constant)	6.708	1.841		3.645	.000
X1	.259	.089	.271	2.903	.005
X2	.355	.092	.402	3.866	.000
X3	.055	.081	.065	.684	.496
t Test Results					
(Constant)	6.708	1.841		3.645	0.000
X1	0.259	0.089	0.271	2.903	0.005
X2	0.355	0.092	0.402	3.866	0.000
X3	0.055	0.081	0.065	0.684	0.496

Residual variables from the regression model have been tested using Spearman Rank and Scatterplot to identify the presence of heteroscedasticity symptoms. Hypothesis tested H0: There is no heteroscedasticity (Null Hypothesis). H1: There is heteroscedasticity (Alternative Hypothesis). Based on the regression results, a significance value (Sig.) is obtained for all independent variables (X1, X2, X3) which is greater than the significance level (0.05). Therefore, the conclusion drawn is that H0 is accepted. In other words, there is not sufficient evidence to state that there are symptoms of heteroscedasticity in the regression model.

The results of multiple regression analysis show that the variables model availability (X1), price (X2), and promotion (X3) have a significant influence on consumer purchase interest in Vans shoe products. The resulting regression equation is the regression coefficient for each variable Y=6.708+0.259X1+0.355X2+0.055X3+e. X1(b1) = 0.259, with a t value of 2.903 and a significance of 0.005. X2(b2) = 0.355, with a t value of 3.866 and a significance of 0.000. X3(b3) = 0.055, with a t value of 0.684 and a significance of 0.496. Thus, it can be concluded that model availability, price and promotion together have a positive influence on consumer purchase interest in Vans shoe products.

Based on the results of the t test, it can be concluded that X1 (Model Availability) has a significant partial influence on *Y* with a significance value of 0.005 (< 0.05). This means that every one unit increase in the availability of Vans shoe models will increase consumer purchase interest by 0.259 units, with a fairly high level of significance. X2 (Price) has a significant partial influence on *Y* with a significance value of 0.000 (< 0.05). This shows that every one unit increase in the price of Vans shoes will increase consumer purchasing interest by 0.355 units, with a very high level of significance. X3 (Promotion) does not have a significant partial influence on *Y* with a significance value of 0.496 (> 0.05). This indicates that the promotional variable does not make a significant contribution to consumer purchase interest in Vans shoes in the context of this research.

Table 5. Multicollinearity Test Results

Model	Unst. Coef. B	Unst. Coef. Std. Error	Std. Coef. Beta	t	Sig	Tolerance	VIF
Constant	6.708	1.841		3.645	0.000		
X1	0.259	0.089	0.271	2.903	0.005	0.723	1.384
X2	0.355	0.092	0.402	3.866	0.000	0.583	1.715
X3	0.055	0.081	0.065	0.684	0.496	0.703	1.423

The multicollinearity test was carried out using the Variance Inflation Factor (VIF) to determine whether there were symptoms of multicollinearity between the independent variables. Symptoms of multicollinearity are characterized by the presence of significant correlation between independent variables (Nugraha, 2022). H0: Multicollinearity occurs (Null Hypothesis). H1 there is no multicollinearity (Alternative Hypothesis). In this research, the VIF test results show a tolerance value greater than 0.10 for all independent variables (X1, X2, X3), namely 0.723, 0.583, and 0.703 respectively. Apart from that, the VIF (Variance Inflation Factor) value is also less than 10, with values of 1,384, 1,715 and 1,423 respectively. Based on the test results, there are no symptoms of multicollinearity between the independent variables because the tolerance and VIF values of all variables are within the acceptable range tolerance > 0.10 and VIF < 10. Therefore, the null hypothesis (H0) is accepted, which means that there is no multicollinearity between the independent variables in the regression model.

Table 6. Descriptive Analysis Results

Variable	N	Min	Max	Mean	Information
Y1.1	100	3	5	3.96	Very satisfied
Y1.2	100	3	5	4.00	Very satisfied
Y1.3	100	3	5	4.22	Very satisfied
Y1.4	100	3	5	4.05	Very satisfied
Y1.5	100	3	5	4.21	Very satisfied
Amount Y	100	15	25	20.44	
X1.1	100	3	5	4.27	Very satisfied
X1.2	100	3	5	4.15	Very satisfied
X1.3	100	3	5	4.06	Very satisfied
X1.4	100	3	5	4.09	Very satisfied
X1.5	100	3	5	4.04	Very satisfied
Amount X1	100	15	25	20.61	
X2.1	100	3	5	4.04	Very satisfied
X2.2	100	3	5	4.16	Very satisfied
X2.3	100	3	5	4.11	Very satisfied
X2.4	100	3	5	4.17	Very satisfied
X2.5	100	3	5	4.06	Very satisfied
Amount X2	100	15	25	20.54	
X3.1	100	3	5	4.03	Very satisfied
X3.2	100	3	5	4.11	Very satisfied
X3.3	100	3	5	4.01	Very satisfied
X3.4	100	3	5	4.01	Very satisfied
X3.5	100	3	5	4.05	Very satisfied

The results of the descriptive analysis show that the average total value for the Purchase Interest variable (Y) is 20.44, with the average value for each variable indicator (Y1.1 to Y1.5) being in the "Very Satisfied" category with a mean value of between 3.96 to 4.22. Likewise, the model availability variable (X1) shows a high

level of satisfaction with an average total value of 20.61. Each indicator of the model availability variable (X1.1 to the price variable (X2) also shows a high level of satisfaction with an average total value of 20.54. Each price variable indicator (X2.1 to X2.5) is in the "Very Satisfied" category with a mean value between 4.04 to 4.17. Likewise, the promotion variable (X3) shows a high level of satisfaction with an average total value of 20.21. Each promotional variable indicator (X3.1).

Table 7. R-Square Test Results

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.628[a]	0.394	0.375	1.820

The coefficient of determination (adjusted R2) is used to measure how well the regression model is able to explain variations in the dependent variable. The adjusted R2 value ranges from 0 to 1, where a higher value indicates a model that is better at explaining variations in the dependent variable. In this research, the adjusted R2 value of 0.375 indicates that the regression model is able to explain around 37.5% of the variation in consumer purchase interest in Vans shoe products. However, there are still around 62.5% of other variations that are not explained by this model standard error of the estimate is 1.820.

Table 8. Test Results f

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	206.582	3	68.861	20.784	0.000[b]
Residual	318.058	96	3.313		
Total	524.640	99			

From the results of the F test, it can be concluded that there is a joint influence of X1 (Model Availability), X2 (Price), and This shows that the regression models used together are significant in explaining variations in consumer purchasing interest in Vans shoe products. These results support the alternative hypothesis H1, which states that there is a joint influence of model availability, price and promotion on consumer purchase intention. Thus, the regression model developed can be considered as a suitable model to explain the relationship between the independent variables (model availability, price and promotion) and the dependent variable purchase interest.

5. Discussion

Research conducted by (Smith,2019) revealed that the wide availability of models can attract consumer purchasing interest. The study was conducted in the context of clothing and footwear and revealed greater product availability tends to increase consumer awareness. Research conducted by Brown (2020) shows that various model variants can also influence purchase intentions. Consumers tend to be more attracted to brands or stores with a wide selection because it gives them the opportunity to express their personal style and preferences. The implication of this literature review is that the availability of good models can be an important factor in increasing consumer purchasing interest. Therefore, businesses must ensure that they have enough and varied models to meet consumer needs and preferences. The results of the regression analysis show that model availability (X1) has a positive and significant partial influence on Purchase Interest (*Y*), with a regression coefficient value of 0.259 and a significance value of 0.005 (< 0.05). This finding is consistent with the proposed hypothesis (H1) and supports previous findings which confirm that wide model availability can increase consumer purchase interest. This means that increasing the availability of Vans shoe product models can be an effective

strategy to increase consumer purchasing interest. So H1 is accepted and H0 is rejected

Research on the influence of pricing on consumer purchasing behavior shows that prices that are consistent with the perceived value of the product can increase consumer purchasing interest (Johnson, 2020). Another study also found that price reductions can increase purchase intentions, especially if consumers consider the products offered to be good value for money (Robertson, 2019). Other research underscores the importance of dynamic pricing strategies to increase consumer purchases, by adjusting prices according to market demand and competitive conditions (Lee, 2021). These findings indicate that setting the right price can be an effective strategy to increase consumer purchasing interest in products. Therefore, the results of the regression analysis which show a positive and significant influence of price on Purchase Intention (Y) support the proposed hypothesis (H2) and are consistent with previous findings. The aim and results of this literature review are strategic and can have a significant impact on consumer purchasing intentions. Therefore, companies must pay attention to this when designing their marketing strategies, especially in the context of the Vans shoe market in Yogyakarta.

The results of the regression analysis show that price (X2) has a positive and significant partial influence on purchase interest (*Y*), with a regression coefficient value of 0.355 and a significance value of 0.000 (< 0.05). This finding supports the proposed hypothesis (H2) and is consistent with previous findings which confirm that setting the right price can increase consumer purchase interest in the product. This means that adjusting the price of Vans shoe products according to consumers' perceived value can be an effective strategy to increase purchasing interest. So H2 is accepted and H0 is rejected

Promotion plays a crucial role in influencing consumer purchasing behavior. Research conducted by Chen (2019) emphasizes the importance of promotions in influencing consumer purchasing behavior. This study found that creative promotions can increase consumer interest in shopping and impulse buying. Similar findings are also reinforced by Kim's (2020) research, which highlights those promotions tailored to consumer needs and preferences can have a greater impact on Purchase intentions. Thus, the implications of this literature review show that appropriate promotions can have a significant impact on consumer purchasing behavior. This highlights those businesses must pay attention to their promotional strategies to ensure they match consumer needs and preferences. From the results of the regression analysis, a regression coefficient for promotion (X3) was obtained of 0.055 with a significance value of 0.496 (> 0.05). Even though it is not partially significant, promotions still have a positive impact on purchasing interest. This shows that promotions can influence purchase intention in certain contexts, although not as strongly as model availability and price factors. So, Hypothesis 3 in this study is rejected and H0 is accepted. That Promotion does not have a positive and significant effect on Purchase Interest.

From the literature analysis carried out, it can be concluded that model availability, price and promotion have a significant influence on consumer purchasing interest. A study by Smith (2018) shows that wide model availability can increase consumer interest, while research by Johnson (2020) highlights the importance of appropriate pricing in increasing Purchase Intention. In addition, research by Chen (2019) shows that relevant promotions also influence consumer purchasing behavior. Integration of marketing strategies with good model availability, competitive prices and effective promotions can be the key to successful consumer purchasing interest. Therefore, further research on the Yogyakarta footwear market is expected to provide a deeper understanding of the interaction and impact of these factors on consumer purchasing behavior.

Based on the results of the F test, there is a joint influence of model availability (X1), price (X2), and promotion (X3) on purchase interest (Y) with a significance value of 0.000 (< 0.05). This shows that the regression models used together are significant in explaining variations in consumer purchasing interest in Vans shoe products, in accordance with the proposed hypothesis (H4). Thus, model availability, price and promotion are important factors in influencing consumer purchasing interest in Vans shoe products. These findings are consistent with previous research and provide strong empirical evidence regarding the factors that influence consumer purchase intentions in the context of Vans shoe products. So, for this research H4 is accepted and H0 is rejected.

6. Conclusion

This research identifies the role of model availability, price, and promotions in influencing consumer purchasing interest in Vans shoes. The research results show that model availability and price each have a positive and significant influence on purchase intention. This means that the more various models available and the more competitive the prices offered, the higher consumers' interest in buying Vans shoes. Promotions do not have a positive and significant influence on interest in purchasing Vans shoes. This shows that the promotional efforts undertaken are not strong enough to increase consumer interest significantly, compared to model availability and price factors. However, when model availability, price, and promotion are analyzed together, all three have a positive and significant influence on interest in purchasing Vans shoes. This indicates that the combination of these factors as a whole can influence consumer purchasing decisions, although individually, promotions do not show a significant influence. This research provides a clear picture of the influence of model availability, price and promotion on consumer purchasing interest in Vans shoes. However, for future research, it is recommended to integrate additional variables such as product quality, brand image, or other consumer preferences to get a more comprehensive picture.

References

Anggrawan, A. (2019). Analisis deskriptif hasil belajar pembelajaran tatap muka dan pembelajaran online menurut gaya belajar mahasiswa. *Matrik: Jurnal Manajemen, Teknik Informatika Dan Rekayasa Komputer*, 18(2), 339-346.

Armstrong, G. A. (2020). *Principles of marketing (8th ed.)*. Australia: Pearson.

Belch, G. E. (2020). *Advertising and promotion: An integrated marketing communications perspective (12th ed.)*. McGraw-Hill Education.

Brown, C. L. (2020). Supply chain management strategies for product availability. *Journal of Operations Management, 35(4)*, 512-525.

Caroline, E. (2019). *Metode Kuantitatif*. Media Sahabat Cendekia.

Chen, L. W. (2019). The impact of promotional activities on consumer purchase behavior: A review of the literature. *Journal of Advertising Research, 38(2)*, 217-230.

Clow, K. E. (2019). *Integrated advertising, promotion, and marketing communications (8th ed.)*. Pearson.

Dawes, J. &. (2020). The impact of pricing on consumer purchase behavior. *Journal of Consumer Psychology*, 25(3), 395-409.

Fill, C. &. (2019). *Marketing communications: Brands, experiences and participation (7th ed.)*. Pearson.

Firmansyah, D. (2022). Teknik pengambilan sampel umum dalam metodologi penelitian: Literature review. *Jurnal Ilmiah Pendidikan Holistik (JIPH), 1(2)*, 85-114.

Hassan, A. (2020). Consumer Behavior in the Fashion Industry. *Journal of Marketing Research*, 15(2), 123-135.

Hidayat, A. A. (2021). *Menyusun instrumen penelitian & uji validitas-reliabilitas*. Health Books Publishing.

Hilmi, H. N. (2022). Pengaruh Jumlah Penduduk dan Pengangguran Terhadap Tingkat Kemiskinan di Kabupaten Tolitoli. *Growth Jurnal Ilmiah Ekonomi Pembangunan, 1(1)*, 20-27.

Hoyer, W. D. (2021). *Consumer behavior (8th ed.)*. Cengage Learning.

Irma, A., & Yusuf, M. (2020). Pengaruh lingkungan kerja terhadap kepuasan kerja pegawai. *Jurnal Manajemen, 12*(2), 253-258.

Johnson, A. (2020). The impact of pricing strategies on consumer purchase behavior: A retail perspective. *Journal of Retailing, 35(2);* 123-135.

Jones, R. W. (2021). The impact of product variety on consumer purchasing behavior. *Journal of Marketing Research, 18(3)*, 345-360.

Kim, S. P. (2020). Personalized promotion strategies and their impact on consumer purchase intention: A case study in the retail industry. *Journal of Retailing, 45(3)*, 312-325.

Kotler, P. A. (2020). *Principles of marketing (7th European ed.)*. Pearson Education Limited.

Kotler, P. A. (2021). *Principles of marketing (18th ed.)*. Pearson.

Kotler, P. d. (2016). *Marketing management (15th ed.)*. Pearson.

Lee, J. P. (2022). Understanding market trends and consumer preferences: A case study in the fashion industry. *Journal of Consumer Behavior, 29(1)*, 78-92.

Lee, S. K. (2021). Dynamic pricing strategies and their impact on consumer purchase intention: A case study in the retail industry. *Journal of Marketing Research, 42(3)*, 321-335.

Lolang, E. (2014). Hipotesis Nol dan Hipotesis Alternatif. *Jurnal Keguruan Dan Ilmu Pendidikan, 3(3)*, 685-695.

Mawardi, M. (2019). Rambu-rambu Penyusunan Skala Sikap Model Likert untuk Mengukur Sikap Siswa. *Scholaria: Jurnal Pendidikan Dan Kebudayaan*, 9(3), 292-304.

Monroe, K. B. (2020). *Pricing: Making profitable decisions*. McGraw-Hill Education.

Nagle, T. T. (2021). *The strategy and tactics of pricing: A guide to growing more profitably (7th ed.)*. London: Routledge.

Ningsih, S. &. (2019). Penerapan metode suksesif interval pada analsis regresi linier berganda. *Jambura Journal of Mathematics*, 1(1), 43-53.

Nugraha, B. (2022). *Pengembangan uji statistik: Implementasi metode regresi linier berganda dengan pertimbangan uji asumsi klasik*. Pradina Pustaka.

Nurhandayani, A. (2022). Pengaruh Lingkungan Kerja, Kepuasan Kerja, dan Beban Kerja terhadap Kinerja. *Jurnal Ekonomi Dan Bisnis Digital (Ekobil), 1*(2), 108-110.

Rahayu, M. S., & Rushadiyati, R. (2021). Pengaruh lingkungan kerja dan karakteristik individu terhadap kinerja karyawan SMK Kartini. *Jurnal Administrasi Dan Manajemen, 11*(2), 136-145.

Rifai, B. (2021). Factors Influencing Buying Intention. *A Meta-Analysis. Journal of Consumer Psychology*, 25(4), 567-580.

Robertson, C. S. (2019). Effects of price changes on consumer behavior in the footwear industry. *Journal of Consumer Behavior, 28(4)*, 456-468.

Smith, A. J. (2018). The impact of product availability on consumer purchase behavior: Evidence from the apparel and footwear industry. *Journal of Consumer Research, 42(2)*, 189-201.

Smith, J. (2019). *Research Methods in Social Sciences: A Comprehensive Guide*. New York: Oxford University Press.

Smith, J. K. (2021). Product Availability and Consumer Choice. *Journal of Retailing, 24(2)*, 210-225.

Sugiyono, P. D. (2017). *Metode penelitian bisnis: pendekatan kuantitatif, kualitatif, kombinasi, dan R&D*. CV. ALFABETA.

Thompson, R. &. (2021). Understanding the role of price in consumer behavior. *Journal of Retailing, 27(4)*, 543-558.