



Received: January 30, 2024

Revised: March 10, 2024

Accepted: April 25, 2024

\*Corresponding author: Suca Rusdian,  
Sekolah Tinggi Ilmu Ekonomi Yasa Anggana  
Garut, Indonesia.

E-mail: [sucarusdian@stieyasaanggana.ac.id](mailto:sucarusdian@stieyasaanggana.ac.id)

## DESCRIPTIVE OF QUANTITATIVE DATA | SUPPLEMENTARY

## Increasing Repurchase Interest Through Improving Product Quality: An Analysis of Garut Sheep Sales at PT Bima Sakti Tigaroot

Suca Rusdian<sup>1</sup>, Meli Ameliani<sup>2</sup>

<sup>1,2</sup> Department of Economics and Development Study, Faculty of Economic and Business, Sekolah Tinggi Ilmu Ekonomi Yasa Anggana Garut, Indonesia. Email: [sucarusdian@stieyasaanggana.ac.id](mailto:sucarusdian@stieyasaanggana.ac.id), [amelianimeli@gmail.com](mailto:amelianimeli@gmail.com)

**Abstract:** Companies in the livestock sector face great challenges in increasing consumer repurchase interest, especially in the midst of increasingly fierce competition. This study aims to analyse the effect of product quality on consumer repurchase intention at PT Bima Sakti Tigaroot, a company engaged in the sale of Garut sheep. This type of research is quantitative with descriptive and associative approaches. The study population consisted of 55 regular customers of the company, and the sampling technique used was a census, where the entire population was sampled. The research was conducted at PT Bima Sakti Tigaroot, with a research duration of several months. The results showed that product quality has a significant influence on consumer repurchase intention. The better the product quality, the more likely consumers are to repurchase. The implication of this research is the importance of companies to focus on improving product quality, especially the physical and health aspects of sheep, in order to increase customer loyalty and higher sales volume.

**Keywords:** Product Quality, Repurchase Intention

### 1. INTRODUCTION

The rapid development of the economic world and increasingly fierce business competition, especially in the livestock sector, require companies to be wiser in determining their marketing strategies ((Mulia, 2020). Changes in market dynamics, along with increasing consumer demands for better product quality, force companies to consider product quality as a major factor in business success (Hidayat, 2022). At PT Bima Sakti Tigaroot, which is engaged in the sale of Garut sheep, there has been a significant decline in repurchase interest, which has a direct impact on the decline in sales volume. This phenomenon indicates that there is a problem that needs to be addressed, namely suboptimal product quality, both in the physical aspects of the product and the health of the sheep. A decrease in repurchase interest can be an indication of consumer dissatisfaction with the quality offered, which leads to instability in company performance. Therefore, it is important for this study to dig deeper into the effect of product quality on consumer repurchase interest at PT Bima Sakti Tigaroot, as well as to understand how this affects the continuity and growth of the company in the midst of intense competition.

The selection of PT Bima Sakti Tigaroot as the object of research is based on several relevant considerations. The company has been incorporated and has a superior product, namely Garut sheep, which is widely known in the West Java region. Nevertheless, the company faces the problem of declining repurchase interest caused by product quality problems, both in terms of physical and health of the sheep sold. This problem makes PT Bima Sakti Tigaroot an ideal example to examine the relationship between product quality and consumer repurchase intention. In addition, although many similar companies face product quality challenges, PT Bima Sakti Tigaroot has unique characteristics that allow researchers to go deeper in identifying and analysing aspects of product quality that affect repurchase intention, especially those related to the physicality and health of the sheep sold (Tojiri,



Rusdian, & Sugiat, 2024). In this study, the two main variables to be analysed are product quality and repurchase intention. Product quality is measured through several important indicators, such as the physical form of the sheep, the health of the sheep, and the suitability of the product to consumer expectations. Repurchase intention, as the second variable, will be measured based on consumers' decision to repurchase Garut sheep products after their first experience. The relationship between these two variables is crucial, where good product quality can influence consumers' perception of the product and ultimately increase their repurchase intention. Improved product quality is expected to strengthen customer loyalty, which ultimately leads to increased sales volume and company sustainability. Along with the theory expressed by Septiady & Nurwulandari (2022), improved product quality directly impacts customer satisfaction and loyalty, which drives higher repurchase intention. Therefore, it is important to further explore how product quality can influence consumer purchasing decisions (Sugiat & Rokhilawati, 2023; Septiady & Nurwulandari, 2022).

Several previous studies have shown that product quality has a significant influence on consumer repurchase intention. For example, research by N. Ari Subagio, Akhmad Munir, and Hamimah Maulidah (2023), and M. Izul Fuadi, Survival, and Bambang Budiantono (2021), found that better product quality tends to increase repurchase intention. However, although there are many studies on the effect of product quality in various industries, there are still very few studies that examine the effect of product quality on repurchase intention in the livestock sector, especially in the sale of Garut sheep. Thus, this study aims to fill the gap by focusing on PT Bima Sakti Tigaroot, which faces real challenges in terms of product quality and declining repurchase intention. This research will assess whether improving product quality can help overcome declining sales and increase customer satisfaction levels, as has been found in related studies in other sectors (Mulia, 2022; Rusdian, 2021; Tojiri et al., 2023). This research offers novelty by examining the effect of product quality on repurchase intention in the livestock sector, specifically the sale of Garut sheep, which is still rarely discussed in previous studies. The main benefit of this research is to provide practical insights for PT Bima Sakti Tigaroot to improve their product quality, which in turn can improve consumer repurchase intention and increase sales volume. This research also expected to make an important contribution to other companies in the livestock sector that face similar challenges. The main objective of this study is to analyse the extent to which product quality affects consumer repurchase intention at PT Bima Sakti Tigaroot, as well as provide useful recommendations for the company to improve the quality of their products and improve their sales volume. This study also aims to fill the gaps that exist in previous research related to the effect of product quality on repurchase intention in the livestock sector.

## 2. LITERATURE REVIEW

### 2.1. Product Quality

Product quality is one of the most important factors in consumer purchasing decisions. Good quality products can provide satisfaction to consumers and increase their loyalty. According to Mulia (2020), product quality has a direct effect on consumer purchasing decisions, where the higher the product quality, the more likely consumers are to make repurchases. Product quality can be seen from various aspects, such as durability, reliability, and conformity to consumer expectations. In the context of PT Bima Sakti Tigaroot, the quality of Garut sheep products, including the physical and health aspects of the sheep, greatly affects consumer repurchase interest. For example, products that are defective or do not meet expected standards can lead to dissatisfaction and decreased repurchase interest (Hidayat, 2022).

Product quality is also closely related to consumer perceptions of the brand or company. According to Septiady and Nurwulandari (2022), consumer perceptions of product quality affect their level of satisfaction. When product quality does not match consumer expectations, it will reduce consumers' desire to buy the product again in the future. In this study, aspects of the physical quality



of sheep and their health are the main focus for analysis, as both play a role in determining consumer purchasing decisions (Mulia, 2020).

## 2.2. Repurchase Intention

Repurchase intention is one of the important indicators in measuring customer satisfaction and their loyalty to a product or brand. According to Septiady and Alghatia (2022), repurchase interest is influenced by various factors, one of which is product quality. The better the product quality, the higher the consumer interest in repurchasing. In the livestock industry, good product quality is not only seen from the physical aspect, but also from the health conditions of the animals being sold. A decrease in product quality will lead to a decrease in repurchase interest, which in turn will result in a decrease in sales volume (Tojiri, Rusdian, & Sugiat, 2024).

Research by Mulia (2021) reveals that consumers tend to make repeat purchases if they are satisfied with the previously purchased product. This shows the importance of quality factors in retaining customers. When consumers feel that the quality of the product they buy matches their expectations, they are more likely to buy the product again. In the case of PT Bima Sakti Tigaroot, good sheep quality can increase the likelihood of consumers to make repeat purchases, thereby increasing the stability of company sales (Hidayat, 2022).

## 2.3. Relationship between Product Quality and Repurchase Intention

The relationship between product quality and repurchase intention has been widely discussed in the literature. Based on research conducted by Hidayat (2022) and Septiady & Nurwulandari (2022), it can be concluded that product quality has a very significant influence on consumer decisions to repurchase. This also applies in the context of animal husbandry, where the physical quality and health of the animals sold influence consumer decisions. In this study, repurchase intention is measured based on consumer decisions to buy Garut sheep again from PT Bima Sakti Tigaroot, taking into account the product quality factors they receive (Mulia, 2020).

Sugiat and Rokhilawati (2023) also added that better product quality is directly proportional to higher customer satisfaction, which in turn encourages customer loyalty. In this case, customer loyalty created from high satisfaction will lead to increased repurchase interest. Therefore, improving product quality can increase customer satisfaction and influence their decision to repurchase, which is very important for the survival and growth of the company (Rusdian, 2021).

Although there are many studies that discuss the effect of product quality on repurchase intention, most of these studies were conducted in sectors other than animal husbandry. For example, research by Mulia (2021) and Hidayat (2022) focused on the food sector and other consumer products. Meanwhile, research in the livestock sector, particularly in Garut sheep sales, is still limited. This study aims to fill this gap by examining in depth the effect of product quality on repurchase intention in the context of the livestock industry, with a focus on PT Bima Sakti Tigaroot (Tojiri, Rusdian, & Sugiat, 2024; Hidayat & Wulandari, 2022).

Given the importance of quality in determining repurchase intention, this study will make a significant contribution to add to the understanding of how the quality of Garut sheep products affects consumers' decision to repurchase. This research is also expected to provide practical insights for PT Bima Sakti Tigaroot in improving the quality of their products, which will increase customer satisfaction and loyalty (Mulia, 2022; Septiady & Nurwulandari, 2022).

## 3. RESEARCH DESIGN AND METHOD

This research uses a quantitative approach with descriptive and associative methods. The quantitative approach is used to describe the phenomenon or relationship between the variables studied using numerical data that can be analysed statistically (Subagyo et al., 2023). The descriptive



method serves to describe the characteristics of the research object with systematic and valid data (Subagyo et al., 2023). In this study, an associative approach is used to analyse the relationship between two or more variables, where the independent variable (X) affects the dependent variable (Y) in the form of a symmetrical or causal relationship. Focusing on causal relationships, this study aims to see how product quality affects purchase intention systematically and not coincidentally (Yusuf Tojiri et al., 2023).

### 3.1. Data Analysis Technique

#### a. Instrument Validity Test

The validity test aims to ensure that the research instrument can measure what should be measured. A valid instrument will produce data that is in accordance with the phenomena that occur in the object of research (Sugiyono, 2022).

#### b. Instrument Reliability Test

The reliability test measures the extent to which the research instrument can provide consistent results when used repeatedly to measure the same object. Reliability testing will be carried out using the Cronbach Alpha technique to determine the reliability of the instrument (Sugiyono, 2022).

#### c. Simple Correlation Test

Simple correlation analysis is used to measure the strength and direction of the relationship between the independent variable (Product Quality) and the dependent variable (Repurchase Interest) using the Spearman rank correlation coefficient (Sugiyono, 2022). This will help find out whether there is a significant relationship between product quality and repurchase interest.

#### d. Determination Coefficient Test

The coefficient of determination is used to measure the influence of the independent variable on the dependent variable. This coefficient value ranges between 0 and 1, which shows how much influence variable X (Product Quality) has on variations in variable Y (Repurchase Interest) (Sugiyono, 2022).

#### e. Hypothesis Test/Test

The T test is used to determine whether the independent variable (Product Quality) significantly affects the dependent variable (Repurchase Interest). This test will provide information on whether the hypothesis proposed in the study can be accepted or rejected (Sugiyono, 2022).

## 4. RESULT AND DISCUSSION

### 4.1. Validity Test of Product Quality Research Instruments

**Table 1. Product Quality Validity Test**

Instrument Item No.	r-count	r-table	Description
1	0,590	0,266	Valid
2	0,402	0,266	Valid
3	0,411	0,266	Valid
4	0,489	0,266	Valid
5	0,538	0,266	Valid

Instrument Item No.	r-count	r-table	Description
6	0,528	0,266	Valid
7	0,334	0,266	Valid
8	0,443	0,266	Valid
9	0,428	0,266	Valid
10	0,563	0,266	Valid
11	0,325	0,266	Valid
12	0,480	0,266	Valid
13	0,359	0,266	Valid

Source: Data Processed (2024)

The results of the validity test of the product quality research instrument show that all instrument items have an r-count value greater than the r-table (0.266). This shows that each instrument item for the product quality variable has a significant correlation with the total score. Therefore, it can be concluded that all instruments used in this study are valid, meaning that they can be trusted to measure the variables in question.

#### 4.2. Validity Test of Repurchase Interest Research Instrument

**Table 2. Validity Test of Repurchase Interest**

Instrument Item No.	r-count	r-table	Description
1	0,745	0,266	Valid
2	0,630	0,266	Valid
3	0,665	0,266	Valid
4	0,586	0,266	Valid
5	0,622	0,266	Valid
6	0,620	0,266	Valid
7	0,519	0,266	Valid
8	0,384	0,266	Valid
9	0,525	0,266	Valid

Source: Data Processed (2024)

The results of the validity test of the repurchase interest instrument show that the r-count value for each instrument item is greater than the r-table. This means that all the instrument items used to measure the repurchase interest variable are valid. Thus, the instrument can be relied upon to obtain accurate data regarding respondents' repurchase interest.

#### 4.3. Reliability Test of Product Quality Research Instruments

**Table 3. Reliability Test of Product Quality**

Case Processing Summary	N	%
Valid	55	100.0
Excluded	0	0.0
Total	55	100.0

Reliability Statistics	Cronbach's Alpha	N of Items
	0.702	14

Source: Data Processed (2024)

The results of the instrument reliability test for the product quality variable, where the Cronbach's Alpha value obtained is 0.702. This value is greater than the 0.600 threshold, which indicates that the instrument to measure product quality has a high level of consistency and can be trusted. Therefore, this instrument is suitable for use in research because it meets reliability standards.



#### 4.4. Reliability Test of Repurchase Interest Research Instrument

**Table 4. Reliability Test of Repurchase Interest**

Case Processing Summary	N	%
Valid	55	100.0
Excluded	0	0.0
Total	55	100.0

Reliability Statistics	Cronbach's Alpha	N of Items
	0.745	10

Source: Data Processed (2024)

The reliability test result for the repurchase interest instrument is 0.745, which is also greater than 0.600. This shows that the instrument to measure repurchase intention is also consistent and reliable. In other words, the instrument can be relied upon to measure respondents' repurchase intention accurately and consistently.

#### 4.5. Simple Correlation Test

**Table 5. Correlation Test of Product Quality (X) Against Repurchase Interest (Y)**

	Product Quality	Repurchase Intention
Spearman's rho	1.000	0.684**
Sig. (2-tailed)	.	.000
N	55	55

Notes: Correlations are significant at the 0.01 level (2-tailed).

Source: Data Processed (2024)

The results of the correlation test using the Spearman's rho method between product quality (X) and repurchase intention (Y). The test results show a correlation value of 0.684, which indicates a strong positive relationship between the two variables. This means that the better the product quality, the higher the repurchase intention shown by customers. This result is significant at the 0.01 level, which indicates that this relationship is not coincidental, but has a strong meaning.

#### 4.6. Determination Coefficient Test

**Table 6. Test of the Coefficient of Determination of Product Quality on Repurchase Interest**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.695	0.483	0.473	2.52645

Source: Data Processed (2024)

The results of the coefficient of determination test used to determine the contribution of product quality to repurchase interest. The R Square value of 0.483 (48.3%) indicates that about 48.3% of changes in repurchase interest can be explained by product quality variables. The remaining 51.7% is explained by other factors such as service quality, price, customer satisfaction, and other factors that influence repurchase interest.

#### 4.7. Hypothesis Test

**Table 7. T test of product quality on repurchase interest**

Model	Unstandardised Coefficients	Standardised Coefficients	t	Sig.
	B	Std. Error	Beta	
(Constant)	3.469	4.741		0.732
Product Quality	0.632	0.090	0.695	7.038



Source: Data Processed (2024)

The t test results show that the significance value (Sig.) for the product quality variable is 0.000, which is smaller than 0.05, indicating that the effect of product quality on repurchase intention is significant. The calculated t value of 7.038 is also greater than the t table (1.674), which means that the alternative hypothesis ( $H_a$ ) is accepted. This shows that product quality has a significant positive effect on customer repurchase intention at PT Bima Sakti Tigaroot.

#### 4.8. DISCUSSION

##### 4.8.1. *The Effect of Product Quality on Repurchase Interest*

The quality of Garut sheep products, including physical aspects and animal health, has a significant impact on consumer decisions to make repeat purchases. In line with the research results of Hidayat (2022), who examined the effect of product quality on purchase intention in the electronics sector, good product quality in the livestock sector also plays an important role in increasing consumer repurchase intention. Hidayat (2022) in a case study of Samsung smartphones showed that product quality greatly influences consumer purchasing decisions, where the better the quality, the more likely consumers are to make repurchases. Something similar was found in the context of Garut sheep, where higher product quality can strengthen repurchase intention.

A decline in product quality, such as poorly maintained sheep health or the physical condition of the sheep that does not match expectations, can lead to customer dissatisfaction which leads to a decrease in repurchase interest. This finding corroborates the results of a study by Hidayat and Wulandari (2022), who found that product quality, along with price factors, influence purchasing decisions in the food sector. Good product quality will encourage repurchase interest, while poor quality will reduce satisfaction and make consumers reluctant to buy the product again.

##### 4.8.2. *Factors that Influence Repurchase Interest*

In addition to product quality, other factors that influence repurchase interest are price and consumer experience with the services provided. Research by Az-Zahra and Sukmalengkawati (2022) shows that digital promotion also plays a role in increasing consumer buying interest, although the focus of this study is more on social media and digital marketing. This suggests that in the context of PT Bima Sakti Tigaroot, in addition to improving the physical quality and health of the sheep, an effective marketing strategy through the right channels can also strengthen the relationship between product quality and repurchase intention. However, although promotion and price influence purchasing decisions, the findings of this study indicate that product quality remains the main factor that has the most influence on repurchase intention. This confirms the results of research by Swarastika et al. (2022) who highlighted the importance of product quality in attracting consumers to make repurchases, although location and price factors also have an influence that cannot be ignored.

This study has several similarities and differences with previous studies. The similarity lies in the effect of product quality on repurchase intention, which has been widely proven in various studies, such as those conducted by Hidayat (2022) and Hidayat & Wulandari (2022), which concluded that product quality has a significant effect on consumer purchasing decisions. The difference lies in the focus of research which is more on the livestock sector, especially in the sale of Garut sheep, which makes a new contribution to the existing literature. Previous research focused more on consumer or food products, such as research by Muharam et al. (2022) which examines the effect of product quality on purchasing decisions on food products. This study, in contrast to these studies, emphasises the importance of physical quality factors and animal health, more specifically in the context of the livestock sector. Therefore, the results of this study are highly relevant to the livestock sector, which faces challenges related to the quality of animal products sold.

Based on the research results, PT Bima Sakti Tigaroot needs to make continuous improvements to product quality, especially in terms of sheep health and physical quality that can meet consumer expectations. In addition, companies need to pay attention to other factors that can strengthen purchasing decisions, such as competitive pricing and adequate service. As found in research by Hidayat & Wulandari (2022), high product quality, along with appropriate pricing and good service, can encourage consumers to return to buy products from the company. By improving overall product quality, PT Bima Sakti Tigaroot can improve consumer satisfaction and loyalty, which will lead to increased sales volume and more stable company growth amid fierce competition.

## 5. CONCLUSIONS

Based on the results of the research that has been conducted, it can be concluded that product quality has a significant influence on consumer repurchase interest at PT Bima Sakti Tigaroot. The physical quality and health aspects of Garut sheep play a key role in increasing consumer satisfaction and influencing their decision to repurchase. The better the quality of the product offered, the more likely consumers are to buy the product again, which in turn can increase sales volume and support the sustainability of the company in the midst of intense competition. This study also reveals that, although other factors such as price and service also influence consumer decisions, product quality remains the main factor determining repurchase intention. Therefore, it is important for PT Bima Sakti Tigaroot to continuously improve the quality of their products in order to retain and attract customers, and strengthen the company's position in the market.

Based on these findings, several recommendations can be given. Firstly, PT Bima Sakti Tigaroot needs to focus on improving the physical quality and health of the sheep sold by maintaining the condition of the animals regularly and ensuring that the products sold meet consumer expectations. In addition, the company is advised to develop a more targeted marketing strategy, such as the utilisation of digital marketing and promotions to increase product exposure in a wider market. Improving the quality of service to consumers is also very important to strengthen customer loyalty. For future research, it is recommended that the scope of the study be expanded by adding other variables that can influence repurchase intention, such as price, customer service experience, or social and cultural factors that play a role in purchasing decisions. By implementing these recommendations, it is hoped that PT Bima Sakti Tigaroot can improve repurchase intention and achieve sustainability in its business development.

## REFERENCES

- Az-Zahra, P., & Sukmalengkawati, A. (2022). The Effect of Digital Marketing on Consumer Purchase Interest. *Scientific Journal of Management, Economics, & Accounting (MEA)*, 6(3), 2008-2018. <https://doi.org/10.31955/mea.v6i3.2573>
- Aulia, I. Implementation of E-Commerce and Its Effect on Competitive Advantage Case Study on Mahkota Java Coffee Garut By: Dadang Syafarudin.
- Hidayat, T., Rusdian, S., & Febryan, R.. (2024). The Impact of Service Quality on Purchasing Decisions at Indomaret Garut in the Era of Retail Modernisation. *Coopetition: Scientific Journal of Management*, 15(2), 377-388. <https://doi.org/10.32670/coopetition.v15i2.4491>
- Jajang Sugiat, S. E. (2020). Marketing Strategy in Higher Education: A Research Approach. AA RIZKY.
- Muharam, H., Nuron, A. M., & Swarastika, S. H. (2022). Product Quality and Location on Purchasing Decisions at Ramen Gorilla Garut. *Journal of Economic Discourse*, 22(1), 59-67. <https://doi.org/10.52434/jwe.v22i1.2539>
- Mulia, H. (2020). The Effect of Advertising and Product Quality on Purchasing Decisions Case Study at CV Cemilan Kunik Garut. *Eqien - Journal of Economics and Business*, 7(2), 29 - 37. <https://doi.org/10.34308/eqien.v7i2.135>
- Rusdian, S., Sugiat, J., & Tojiri, Y.. (2024). Understanding Consumer Behaviour in Marketing Management: A Descriptive Study and Review of Literature. *Golden Ratio of Marketing and Applied Psychology of Business*, 4(2), 76 - 87. <https://doi.org/10.52970/grmapb.v4i2.416>



- Sandra, E. A., Nuroni, A. M., & Munawar, S. (2022). Marketing Strategy Analysis of Chicken Monster Shop during the Covid-19 Pandemic. *Journal of Knowledge Management*, 16(1), 13-24. <https://doi.org/10.52434/jkm.v16i1.2130>
- Septiady, A., & Nurwulandari, D. (2022). The influence of customer service on customer satisfaction (Case study in Bank BJB Cash Office Yantap Garut). *International Journal of Economics (IJECE)*, 1(2), 388-395.
- Subagyo, A., Ip, S., Kristian, I., Ip, S., & Kom, S. (2023). *Qualitative Research Methods*. CV. Aksara Global Akademia..
- Sugiat, J., & Rokhilawati, Y. (2023). *Strategic Management in the Digital Age: Business Transformation through Technology and Innovation*.
- Sugiyono. (2022). *Quantitative, Qualitative, and R&D Research Methods*. Bandung: Alfabeta
- Sukma, meaning. (2023). The Effect of Promotion Through Social Media and Service Quality on Interest in Visiting. *PRISMAKOM*, 21(1), 48-58. Retrieved from <http://jurnal.stieyasaanggana.ac.id/index.php/yasaanggana/article/view/98>
- Swarastika, S. H., Nuroni, A. M., & Muharam, H. (2022). The Effect of Product Quality and Location on Purchasing Decisions at Ramen Gorilla Wanaraja Branch. *Journal of Knowledge Management*, 16(2), 85-92. <https://doi.org/10.52434/jkm.v16i2.3137>
- Syafarudin, D. (2024). Analysis of the Effect of Using Social Media Marketing Through Instagram on Purchasing Decisions, Case Studies in the S1 Management Study Programme of the Yasa Anggana Garut College of Economics. *Eqien - Journal of Economics and Business*, 13(01), 77-91. <https://doi.org/10.34308/eqien.v13i01.1723>
- Syafarudin, D. (2022). *Introduction to Marketing Management*. Manggi Makmur Tanjung Lestari.
- Syafarudin, D., & Sugiat, J. (2019). Investment Performance Evaluation Study of Garut Regency. *Eqien - Journal of Economics and Business*, 6(2), 110 - 118. <https://doi.org/10.34308/eqien.v6i2.100>
- Taopik Hidayat, Suca Rusdian, & Ima Apriliani. (2022). The Effect of Brand Trust on Brand Loyalty of Dodol Bestory Study of PD. Bestari Diamond Garut. *International Journal of Economics (IJECE)*, 1(2), 291-296. <https://doi.org/10.55299/ijec.v1i2.231>
- Tjiptono, F. (2016). *Consumer Behaviour and Marketing*. Andi Offset.
- Tojiri, Y., Rusdian, S., & Sugiat, J. (2024). The Influence of Pricing and Promotion on Satisfaction Through Purchasing Decisions as A Study Intervening Variable at PT Hotel Kampung Sampireun. *MIX: Scientific Journal of Management*, 14(3), 749-771. doi: [http://dx.doi.org/10.22441/jurnal\\_mix.2024.v14i3.010](http://dx.doi.org/10.22441/jurnal_mix.2024.v14i3.010)
- Tojiri, Y., & Rusdian, S. (2023). The Effect of Customer Value and Customer Trust on Customer Loyalty Study on Garut Tour & Travel Gift Services. *Mirai Management Journal*, 8(1), 251-264. <https://doi.org/10.37531/mirai.v8i1.4095>
- Yusuf Tojiri, & Sugiat, J. (2024). The influence of customer experience on repurchase intention at tekun.id beverage outlets. *International Journal on Social Science, Economics and Art*, 13(4), 288-292. <https://doi.org/10.35335/ijosea.v13i4.422>