

## The Effect of Product Innovation and Brand Image on Purchase Interest at Tiema Collection in Majalaya Sub-District

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**Abstract:** The increasingly competitive fashion industry demands micro-enterprises to innovate their products and strengthen brand image to retain consumer interest. This study aims to analyze the partial and simultaneous effect of product innovation and brand image on purchase intention at Tiema Collection in Majalaya District. The research uses a quantitative descriptive and verification approach with a sample of 96 consumers. Primary data were collected through a structured questionnaire using a Likert scale, while secondary data were obtained from relevant literature and business reports. Data analysis included classical assumption tests, multiple linear regression, and hypothesis testing with a 5% significance level. The results showed that product innovation and brand image each have a positive and significant effect on purchase intention. Simultaneously, both variables explain 51.5% of the variance in consumer interest, indicating that consistent innovation and a strong brand image determine purchasing behavior. The conclusion reveals that brand image plays a more dominant role in influencing consumer purchase intention, while product innovation becomes a supporting factor to strengthen market competitiveness.

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## Introduction

In an era of increasingly competitive fashion business, Indonesian businesses are required to understand consumer behavior and innovate marketing strategies to maintain their existence. Changing lifestyles, fashion trends, and technological advances have made consumers more selective, thus facing significant challenges for the textile and apparel industry. According to the Central Statistics Agency (BPS), the sector's contribution to Gross

Domestic Product (GDP) declined from 1.40% in 2010 to 1.11% in 2023, with fluctuations in growth influenced by the COVID-19 pandemic, increased imports, and decreased purchasing power [BPS, 2023] [Sedang, 2023]. At the regional level, BPS data for West Java and Bandung Regency show a positive post-pandemic trend (2.1% in 2019 to 4.8% in 2023 in West Java; 1.32% to 1.68% in Bandung Regency), but accompanied by increased competition, making the market increasingly competitive [BPS, 2024a, 2024b]. This condition is relevant for Tiema Collection Majalaya, a local Muslim fashion business in the Majalaya convection center, which offers products such as kutu baru, gamis, and suits with a variety of semiwool and balotelli materials, but faces competition from competitors such as YR Collection which excels in design reinnovation.[Anwar & Saeful, 2020].

The slowdown in the national fashion industry is reflected in Tiema Collection sales data, where transactions in the last 6 months (April-September 2025) were dominated by repeat purchases from loyal customers such as CC and TS, with low total purchases and minimal variety of new consumers [Tiema Collection, 2025]. A pre-survey of 40 respondents confirmed "poor" purchasing interest (average score of 32.5%), with indicators such as transactional, referential, preferential, and exploratory intentions all below 33% [Researcher, 2025]. This is in line with regional trends in Majalaya, where the emergence of new convection businesses increases competition, while Tiema Collection lags behind in product innovation (quality, variants, designs, features) compared to YR Collection which consistently revitalizes old products with trendy designs and comfortable materials [Yunaida, 2018] Consumers now prioritize brand image that represents lifestyle, resulting in low initial purchases despite the support of local cooperatives.

The urgency of this research arises from the risk of losing market share for Tiema Collection amidst fierce competition in Majalaya, where the apparel industry contributes to the economy but is vulnerable to global fluctuations such as raw material prices and the shift to e-commerce (Central Bureau of Statistics, 2024a). Low purchasing interest from new consumers (pre-survey 32.5%) has the potential to depress revenue and business continuity, while competitors like YR Collection are advancing with continuous innovation. Without a strategy to strengthen product innovation and brand image, Tiema Collection risks being left behind, as evidenced by the decline in national GDP and the increase in regional competitors. This research urgently needs to provide practical recommendations for local businesses, prevent stagnation, and support post-pandemic recovery by increasing purchasing interest.

Although previous studies have discussed product innovation and brand image on general purchasing intentions [Anwar & Saeful, 2020][Yunaida, 2018], there is a gap in the context of local Muslim fashion micro-enterprises such as Tiema Collection in Majalaya. Priority research focuses on large or national industries [Central Bureau of Statistics, 2023], ignoring the dynamics of hyper-local competition with empirical pre-survey data and comparisons with specific competitors such as YR Collection. Furthermore, the lack of quantitative analysis of pre-research purchasing interest (only 32.5% at Tiema) and the integration of repeat purchase sales data have not been explored in depth, leaving gaps in post-pandemic trend adaptation strategies in West Java's convection centers [Lestari, 2022].

The novelty of this research lies in the simultaneous examination of the influence of product innovation (quality, variants, design, features) and brand image on specific purchase intention at Tiema Collection Majalaya, supported by primary data from the 2025 pre-survey

and a direct comparison with YR Collection—an approach not yet available in local literature. Different from general studies, this research integrates multi-level BPS data (national, provincial, district) with the latest transactional analysis, offering a strategic model for Muslim fashion micro-enterprises amid post-pandemic digital competition. The results are expected to contribute to consumer behavior theory and local business practices, with implications for replication in similar convection centers.

The formulation of the research problem is:1)How big is the partial influence of product innovation on purchasing interest in Tiema Collection in Majalaya District?. 2)How big is the partial influence of brand image on purchasing interest in Tiema Collection in Majalaya District?. 3)How big is the influence of product innovation and brand image simultaneously on purchasing interest in Tiema Collection in Majalaya District?

## Research Methods

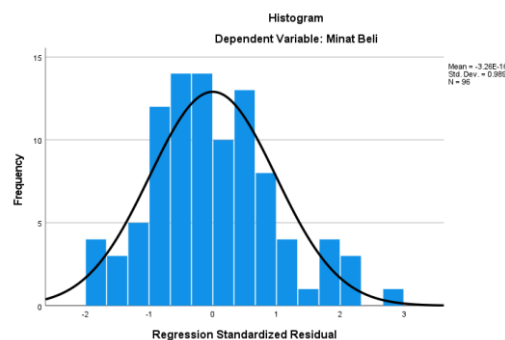
This study uses a descriptive and verification approach, where the descriptive method aims to present a structured, objective, and accurate picture of the facts, characteristics, and relationships between the phenomena studied. The descriptive approach is used to analyze the condition of a phenomenon and the relationship between factors. The research subjects are consumers of Tiema Collection Majalaya, namely customers who have purchased fashion products. In this study, primary data was obtained through questionnaires distributed to respondents. In this study, secondary data was obtained through library research, namely by reviewing various literature related to the research topic. The literature can be in the form of books, scientific journals, previous research results, articles, reports, or internet sources relevant to the variables of product innovation, brand image, and purchase interest. In this study, the population is all consumers of Tiema Collection Majalaya who have purchased products. The number of samples used in the study "The Effect of Product Innovation and Brand Image on Purchase Interest in Tiema Collection in Majalaya District" was 96 respondents. Data analysis used classical assumption tests, multiple linear regression analysis and hypothesis testing.

## Results and Discussion

### Classical Assumption Test

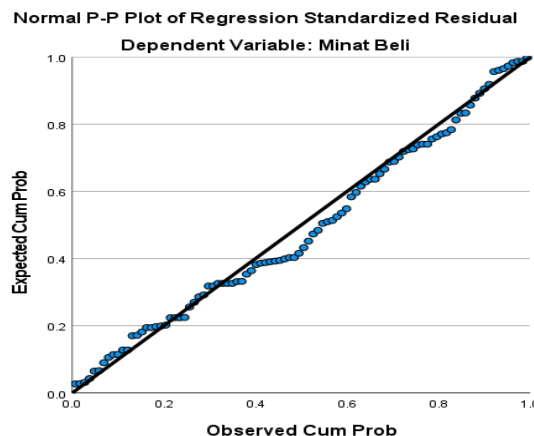
#### 1. Normality Test

The results of the normality test based on the processed data are as follows.



**Figure 1. Histogram Results**

Based on the histogram graph for the normality test, the residual distribution of the Purchase Intention variable forms a pattern approaching a normal distribution. This is indicated by the relatively symmetrical shape of the histogram, with data concentrated around the mean. Although there are slight deviations at the extremes, these are still within reasonable limits, especially with a sample size of 96 respondents. Therefore, it can be concluded that the residuals of the regression model are normally distributed and meet the assumptions of the regression analysis.



**Figure 2. Normal PP Plot Results**

The normality test for residuals was also analyzed using a Normal P–P Plot. The results showed that the points were distributed around and aligned with the diagonal line. This indicates that the residuals tend to be normally distributed. Slight deviations at some points are tolerable as they do not form a specific pattern. Thus, it can be concluded that the regression normality assumption has been met, and the data can proceed to the next stage of analysis.

**Table1. Kolmogorov\_Smirnov (KS) Test Results**

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residual
N			96
Normal Parameters <sup>a,b</sup>	Mean		.0000000
	Std. Deviation		2.95666754
Most Extreme Differences	Absolute		.087
	Positive		.087
	Negative		-.043
Test Statistic			.087
Asymp. Sig. (2-tailed) <sup>c</sup>			.067
Monte Carlo Sig. (2-tailed) <sup>d</sup>	Sig.		.070
	99% Confidence Interval	Lower Bound	.063
		Upper Bound	.076

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 334431365.

The normality test using the Kolmogorov–Smirnov (KS) test showed a sample size (N) of 96, with an Asymp. Sig. (2-tailed) value of 0.067. According to Sugiyono (2022), data is said to be normally distributed if the significance value is greater than 0.05. Because the significance value obtained is greater than 0.05 ( $0.067 > 0.05$ ), it can be concluded that the residual data is normally distributed. Thus, the normality assumption in the regression model has been met and the data is suitable for further analysis.

## 2. Multicollinearity Test

The results of the multicollinearity test are as follows:

**Table 2. Multicollinearity Test Results**

Coefficients <sup>a</sup>			
		Collinearity Statistics	
Model		Tolerance	VIF
1	Inovasi Produk	.470	2.129
	Citra Merek	.470	2.129

a. Dependent Variable: Minat Beli

Based on the results of the multicollinearity test, the Product Innovation and Brand Image variables each have a Tolerance value of 0.470 and a VIF of 2.129. According to Sugiyono (2022), a regression model is considered free of multicollinearity if the Tolerance value is greater than 0.10 and the VIF value is less than 10. Based on these criteria, both independent variables meet the requirements and do not show any multicollinearity. Thus, the regression model is deemed suitable for further analysis.

### 3. Heteroscedasticity Test

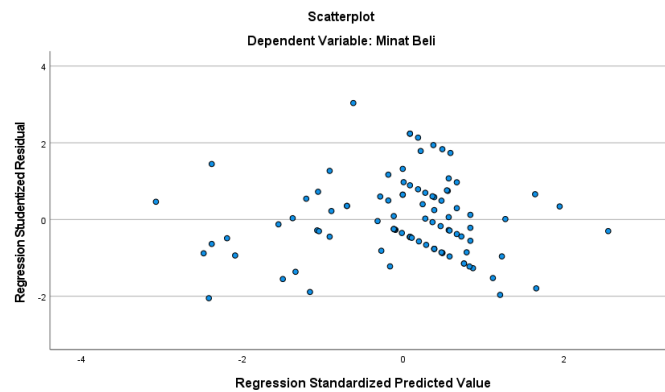
The following are the results of the heteroscedasticity test using the Glesjer test:

**Table 3. Test Results**

Coefficients <sup>a</sup>						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.930	1.828		1.602	.112
	Inovasi Produk	.002	.052	.005	.032	.975
	Citra Merek	-.012	.044	-.042	-.277	.782

a. Dependent Variable: Abs\_RES

Based on the results of the heteroscedasticity test using the Glejser test, the significance value for the Product Innovation variable was 0.975 and for the Brand Image variable was 0.782. According to Sugiyono (2022), if the significance value of each independent variable is >0.05, then the regression model is declared to not experience symptoms of heteroscedasticity. Since all significance values in this study are above 0.05, it can be concluded that there are no heteroscedasticity problems in the regression model, so the data meets the assumptions and is suitable for use for further analysis. Then, the results of the heteroscedasticity test using the Scatterplot are as follows:



**Figure 4. Test results***Scatterplot*

Based on the scatterplot graph, the residual points appear to be irregularly distributed above and below the zero line without forming a specific pattern. There is no visible tendency to taper, widen, or wavy. This distribution pattern indicates that the residual variation is relatively stable across all predicted values. According to Sugiyono (2022), if the residual distribution in the scatterplot does not form a clear pattern and is spread randomly around the zero line, then the regression model can be declared free of heteroscedasticity. Therefore, based on the results of the scatterplot and the Glejser test, the regression model in this study meets the assumption of homoscedasticity and is suitable for further analysis.

#### 4. Autocorrelation Test

The results of the autocorrelation test are as follows:

**Table 4. Durbin-Waston Test Results**

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.718 <sup>a</sup>	.515	.505	2.98829	1.585

a. Predictors: (Constant), Citra Merek, Inovasi Produk

b. Dependent Variable: Minat Beli

Autocorrelation testing was performed using the Durbin–Watson (DW) test in SPSS. A regression model is declared free from autocorrelation if the DW value is around 2 or in the range of  $-2$  to  $+2$ . Values below  $-2$  indicate positive autocorrelation, while values above  $+2$  indicate negative autocorrelation. Based on the data processing results, the DW value was 1.585. This value is around 2 and is still within acceptable limits, indicating no relationship between residuals in the regression model. According to Sugiyono (2022), if the Durbin–Watson value is around 2, it can be concluded that the regression model does not experience autocorrelation. Therefore, the results of this study confirm that the regression model has met the classical assumptions of autocorrelation and can be used for further analysis.

#### Correlation Test

The results of the correlation test are as follows:

**Table 5. Correlation Test Results**



### Correlations

		Inovasi Produk	Citra Merek	Minat Beli
Inovasi Produk	Pearson Correlation	1	.728**	.664**
	Sig. (2-tailed)		<.001	<.001
	N	96	96	96
Citra Merek	Pearson Correlation	.728**	1	.670**
	Sig. (2-tailed)	<.001		<.001
	N	96	96	96
Minat Beli	Pearson Correlation	.664**	.670**	1
	Sig. (2-tailed)	<.001	<.001	
	N	96	96	96

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Based on the results of the Pearson correlation test, product innovation has a positive and significant relationship with brand image, with a coefficient value of 0.728 and a significance value <0.001. This value indicates a strong relationship, meaning that increased product innovation is followed by a strengthening of brand image. The relationship between product innovation and purchase intention is also positive and significant, with a coefficient of 0.664 and a significance value <0.001. This indicates that the better the innovation, the greater the consumer's purchase intention. Meanwhile, brand image has a strong positive correlation with purchase intention, indicated by a coefficient value of 0.670 with a significance value <0.001. This indicates that a good brand image encourages increased purchase intention. According to Sugiyono (2022), a correlation coefficient value above 0.60 indicates a strong and meaningful relationship. Thus, these results confirm that product innovation and brand image have a strong relationship with purchase intention, thus deserving further analysis.

### Coefficient of Determination Test

The following are the results of the coefficient of determination test using SPSS software version 27:

**Table 6. Results of the Determination Coefficient Test**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.718 <sup>a</sup>	.515	.505	2.98829

a. Predictors: (Constant), Citra Merek, Inovasi Produk

Based on the results of multiple linear regression in the Model Summary table, the R Square value obtained was 0.515. This means that product innovation and brand image can explain 51.5% of the variation in consumer purchasing interest, while the remaining 48.5% is influenced by other factors outside the model. The above results can then be calculated using the following formula:

$$\begin{aligned}
 KD &= R^2 \times 100\% \\
 &= 0.515 \times 100\% \\
 &= 51.5\%
 \end{aligned}$$

According to Sugiyono (2022), the coefficient of determination indicates the extent to

which the independent variable explains changes in the dependent variable. The higher the R-square value, the stronger the model's ability to explain the phenomenon under study. Therefore, these results indicate that the regression model used has a fairly strong explanatory power on purchasing interest.

### Hypothesis Testing

#### 1. Partial Test (t-Test)

The results of the t-test are as follows:

**Table 7. Partial Test Results (t-Test)**

Coefficients <sup>a</sup>						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.283	3.018		1.088	.280
	Inovasi Produk	.307	.086	.374	3.554	<.001
	Citra Merek	.274	.072	.398	3.778	<.001

a. Dependent Variable: Minat Beli

Based on the results of the t-test (partial), it is known that the product innovation variable has a regression coefficient value of 0.307 with a calculated t value of 3.554 and a significance level of 0.001. This significance value is smaller than the significance level of 0.05 ( $0.001 < 0.05$ ), so it can be concluded that product innovation has a positive and significant effect on consumer purchasing interest. This shows that the better the product innovation carried out, the more consumer purchasing interest will increase. Furthermore, the brand image variable shows a regression coefficient value of 0.274 with a calculated t value of 3.778 and a significance level of 0.001. This significance value is also smaller than 0.05 ( $0.001 < 0.05$ ), so it can be concluded that brand image has a positive and significant effect on consumer purchasing interest. Thus, a good brand image can increase consumer purchasing interest in the products offered.

#### 2. Simultaneous Test (F Test)

The results of the f test are as follows:

**Table 8. Simultaneous Test Results (F Test)**

ANOVA <sup>a</sup>						
		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	882.854	2	441.427	49.433	<.001 <sup>b</sup>
	Residual	830.479	93	8.930		
	Total	1713.333	95			

a. Dependent Variable: Minat Beli

b. Predictors: (Constant), Citra Merek, Inovasi Produk

Based on the F test results in the ANOVA table, the calculated F value was 49.433 with a significance value of less than 0.001. Because the significance value is less than 0.05, the null hypothesis is rejected and the alternative hypothesis is accepted. Thus, it can be



concluded that Product Innovation and Brand Image simultaneously have a significant effect on Purchase Intention. These results indicate that the combination of the two independent variables is able to significantly explain changes in consumer Purchase Intention.

## **Discussion**

### **The partial influence of product innovation on purchasing interest**

Based on the results of the partial test (t-test), the product innovation variable has a regression coefficient of 0.307, a calculated t-value of 3.554, and a significance level of 0.001. A significance value  $<0.05$  indicates that product innovation has a positive and significant effect on consumer purchasing interest at Tiema Collection. This means that every increase in product innovation will be followed by an increase in consumer purchasing interest. This finding aligns with the theory of Biazzo and Roberto Filipini (2021), which states that product innovation is a company's ability to continuously identify opportunities and transform them into new products or valuable product developments. Innovations carried out by Tiema Collection, such as developing design, quality, and product excellence, have been proven to attract attention and encourage consumer purchasing desire. This finding is also supported by research [Octavia & Tarigan, 2025] who found that product innovation has a positive and significant influence on purchasing interest in the fashion industry, because updates to product design and features can increase consumer interest.

### **The partial influence of brand image on purchasing interest**

The t-test results show that the brand image variable has a regression coefficient of 0.274, a calculated t-value of 3.778, and a significance level of 0.001. Since the significance value is less than 0.05, it can be concluded that brand image has a positive and significant effect on consumer purchasing interest in Tiema Collection. This means that the better the brand image, the higher the consumer's interest in purchasing. This is in line with Tjiptono's (2021) opinion, which states that brand image is a collection of consumer associations and beliefs about a brand. Brands with a positive image will be more trusted, making them easier to choose in purchasing decisions. In this study, a good brand image for Tiema Collection was proven to increase consumer purchasing interest. These results are also in line with research [Mahrizal et al., 2024] who found that brand image has a significant influence on purchasing interest in local fashion products, because brands with a good reputation are easier to attract and retain consumers.

### **The Simultaneous Influence of Product Innovation and Brand Image on Purchase Intention**

Based on the results of the simultaneous test (F test), the calculated F value was 49.433 with a significance level of  $<0.001$ . Since the significance value is less than 0.05, it can be concluded that product innovation and brand image together have a significant effect on consumer purchasing interest of Tiema Collection in Majalaya District. This finding can be explained through consumer behavior theory [Wardi et al., 2024] which states that consumer behavior includes the process of searching for, selecting, purchasing, using, and evaluating products to meet needs. In this process, product innovation plays a role as a functional and emotional appeal, while brand image plays a role as a perception and belief that shape trust. When these two factors are present simultaneously, consumers will be more motivated to continue the process to the purchase stage. This is also in line with the theory of purchasing

interest according to [Panggabean et al., 2024], which states that purchase intention is reflected in transactional, referential, preferential, and exploratory intentions. Product innovation drives exploratory and transactional intentions because consumers are interested in trying new products, while a strong brand image strengthens preferential and referential intentions because consumers are more confident and willing to recommend the brand. Therefore, the combination of product innovation and a good brand image will result in a higher level of purchase intention.

The results of this study are in line with the findings [Ningrum et al., 2020] which shows that product innovation and brand image simultaneously have a significant influence on purchasing interest in the local fashion industry. Another study by [Nuraini et al., 2025]The study also demonstrated that the combination of product innovation and a strong brand image can increase consumer purchase intention. Therefore, it can be concluded that product innovation and brand image play a crucial role in shaping consumer purchasing interest in Tiema Collection products in Majalaya District. Both complement each other in creating value, building trust, and driving purchasing decisions.

## Conclusion and Recommendation

Product innovation and brand image have been proven to have a positive and significant influence on consumer purchasing interest of Tiema Collection in Majalaya District, both partially and simultaneously. Product innovation reflected through design development, quality improvement, and product excellence can increase consumer interest and desire to buy, while a good brand image plays a role in fostering trust, confidence, and perception of quality in the minds of consumers. Together, product innovation and brand image complement each other in shaping product value and appeal, strengthening consumer trust, and encouraging consumers to continue purchasing decisions to the transaction stage.

Based on the research results, practically, Tiema Collection is advised to continue maintaining and strengthening its brand image through consistent product quality, service improvement, and effective and sustainable marketing communication strategies because they have been proven to influence consumer purchasing interest. Although product innovation has not shown a significant effect partially, innovation still needs to be carried out continuously by adapting to consumer needs, tastes, and trends, and integrated with brand strengthening strategies to provide added value and support the brand image in the minds of consumers. In addition, consumers are expected to provide constructive feedback regarding products and services as material for company evaluation and development. Academically, further research is recommended to add other variables that have the potential to influence purchasing interest, expand the object and area of research so that the results are more comprehensive and generalizable, and use a qualitative approach or mixed methods to explore consumer perceptions in more depth towards product innovation and brand image.

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