



## **The Influence Of Price, Testimony And Sales Promotion On Purchase Decision Of Annrich Skincare In Medan City**

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### **ABSTRACT**

This study aims to test and analyze the influence of Price, Testimony, and Sales Promotion on Purchase Decision of Annrich Skincare products in Medan City. The research method used is a quantitative approach with a quantitative descriptive research type that is explanatory in nature. The population in this study were consumers who had purchased Annrich Skincare products in Medan City, with a sample size of 100 respondents. The data analysis technique used was multiple linear regression with partial tests (t-test) and simultaneous tests (F-test). The results show that partially, the Price variable has a positive and significant effect on Purchase Decision with a t-count value of

$3.280 > t\text{-table } 1.985$  and significance  $0.001 < 0.05$ . Testimony also has a positive and significant effect with a t-count value of  $2.164 > t\text{-table}$  and significance  $0.033 < 0.05$ . Additionally, Sales Promotion has a positive and significant effect on Purchase Decision with a t-count value of

$2.508 > t\text{-table}$  and significance  $0.014 < 0.05$ . Simultaneously, the variables Price, Testimony, and Sales Promotion have a positive and significant effect on Purchase Decision with an F-count value of  $11.831 > F\text{-table } 2.69$  and significance  $0.000 < 0.05$ . Thus, it can be concluded that Price, Testimony, and Sales Promotion have a partial and simultaneous effect on Purchase Decision of Annrich Skincare consumers in Medan City.

**Keywords** : Price, Testimony, Sales Promotion, Purchase Decision



## **INTRODUCTION**

### **1. Background**

Prof. Dr. Julia Reveny, M. Sc., Pharmacist at BPRI University of North Sumatra created the unique Annrich Skincare product in collaboration with Teten Masduki, Minister of Cooperatives and Small and Medium Enterprises (2019-2024). The quality components used in Annrich skincare products are excellent for treating and nourishing various layers of skin, making them suitable for men and women of all ages, from 18 to 50 years old. The Annrich cosmetic brand is a registered trademark in Indonesia and is known for its safety and effectiveness. This product is formulated using halal ingredients and has been certified by BPOM.

Although Annrich products are of high quality and have been registered with BPOM, the lack of public recognition of the brand makes it unable to compete with established local and international companies. Therefore, to increase brand recognition and interest from consumers, a creative and efficient promotional approach is needed. Annrich can increase its market share and attract more customers looking for high-quality skincare products if it adopts the right strategy. The price of a product is one of the factors that is considered important when making a purchasing choice. In the midst of tight skincare market competition, finding the right price point can be difficult. Customers may hesitate to buy if they feel the price is too high compared to the quality they receive. On the other hand, if the price is too cheap, people may not consider the product as good as it looks and start to doubt its benefits. Therefore, Annrich Skincare maintains a competitive price point but still reflects the guaranteed quality of the product. With prices starting from IDR 85,000 for tinted sunscreen to IDR 30,000 for coffee-flavored facial soap, IDR 85,000 for brightening serum, and IDR 85,000 for beauty concentrate, Annrich has four product lines to choose from.

The purpose of this research is to help businesses better understand their customers' buying habits and preferences to create more relevant and efficient advertising campaigns. In addition to uncovering consumer habits in the Indonesian cosmetics sector, this research can help businesses improve their marketing approach and strengthen their brand identity. Based on the description above, the research that will be conducted is: "The Influence of Price, Testimony, and Sales Promotion on Purchase Decision of Annrich Skincare in Medan City."

### **2. Identification Of Problems**

Based on the background above, the problem identification in this research is:

1. Affordable prices can make consumers more interested in buying Annrich skincare products.
2. Consumer Testimony and Reviews play an important role in increasing consumer confidence

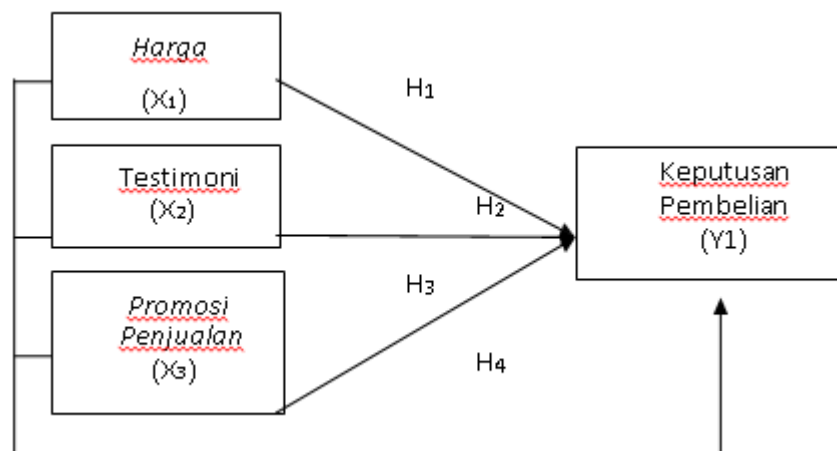


in Annrich skincare product

3. Sales promotions can encourage consumers to purchase Annrich skincare products in larger quantities or more frequently.
4. Interest between Price, Testimony, and Sales Promotion on Purchase Decision of Annrich Skincare

### 3. Conceptual Framework

Conceptual Framework is a model or structure that describes the relationship between variables in a study, based on relevant theories. It serves as a guide for designing research, developing hypotheses, and analyzing data.



**Figure 1. Conceptual framework**

### 4. Hypothesis

A hypothesis is a temporary assumption or statement made based on initial observations that will be tested for truth through research or experiments.

The hypotheses in this study include:

H1: Price has a positive and significant effect on purchase decision of Annrich skincare

H2: Testimony has a positive and significant effect on purchase decision of Annrich skincare

H3: Promotion has a positive and significant effect on purchase decision of Annrich skincare

H4: Price, Testimony, Promotion have a positive and significant effect on purchase decision of Annrich skincare



## LITERATURE REVIEW

### 1. **Price theory**

Since customers primarily use price as a determinant in meeting their demands, merchants primarily consider price when selling their products (Rusyidi, 2018). Kotler (2019) argues that while certain parts of the marketing mix, such as price, work to create revenue, other parts work to lose in order to win.

### 2. **Testimonial Theory**

A marketing tactic that helps build credibility and trust is testimonials, which are positive statements made by happy consumers about a service or product (Kotler and Keller, 2016). Meanwhile, Testimonials are social proof that shows other customers have used and recognized the quality of a product or service; this, in turn, influences purchasing decisions (Kusumawati, 2019).

### 3. **Sales Promotion Theory**

Discounts, free samples, instant gifts, coupons, and product bundling are examples of marketing tactics that can be used (Kotler and Armstrong, 2016). Rapidly increasing consumer demand is the goal of this advertising. Sales promotion is a marketing strategy that tries to get people to take action by offering incentives (Schiffman & Wisenblit, 2019).

### 4. **Purchasing Decision Theory**

A person's choice and subsequent acquisition of goods or services is known as a purchase decision. According to Kotler and Keller (2016), this phase includes the decision-making process by customers as they seek to satisfy their desires and preferences through the purchase, use, or discontinuation of a product or service. In contrast, Grewal and Levy (2020) describe a process that consumers go through to arrive at a final choice about which product or service to purchase. This process begins with problem recognition, continues with information search and evaluation, and culminates in the selection of the best product or service.

## METHOD

### 1. **Research Location and Time:**

The research was conducted at Annrich Skincare, located in PRSU Hall, Medan, from December 2024 to February 2025, as the location is frequently visited and considered representative.

### 2. **Research Approach, Type, and Nature:**

This study employs a quantitative descriptive approach and is explanatory in nature, aiming



to systematically and measurably explain the relationships between variables.

### 3. **Population and Sample:**

The population consists of PRSU Medan visitors who purchased Annrich products. A sample of 100 respondents was selected using purposive sampling.

### 4. **Data Collection Techniques:**

Data were collected through questionnaires (both open- and closed-ended questions) and document analysis, such as sales data and promotional materials, to support the analysis and enhance study validity.

### 5. **Validity test and reliability test**

#### 1. Validity Test:

Assesses whether the instrument truly measures the intended construct to ensure reliable research results.

#### 2. Reliability Test:

Measures the consistency of the instrument. Cronbach's Alpha is used, with values  $\geq 0.70$  indicating the instrument is reliable.

### 6. **Classical Assumption Tests:**

1. Normality Test: Ensures data follows a normal distribution (Shapiro-Wilk/Kolmogorov-Smirnov tests).

2. Multicollinearity Test: Checks for high correlations among independent variables.

3. Heteroscedasticity Test: Examines whether residual variances are constant.

### 7. **Hypothesis Testing:**

Multiple Linear Regression: Analyzes the relationship between the dependent variable and multiple independent variables.

1. Coefficient of Determination ( $R^2$ ): Indicates how well the independent variables explain the dependent variable.

2. F-Test (Simultaneous): Tests the joint effect of all independent variables.

3. t-Test (Partial): Tests the effect of each independent variable individually on the dependent variable.

## **RESULT**

### **1. Respondent characteristics**

To better understand the study participants' results, this analysis of characteristics aims to identify the respondents' traits, particularly their gender and age.

*Tabel III.1 Respondent Characteristics by Age*



The number of respondents by age group shows that 76 individuals (or 76% of the total) were in the 20–25 age group, compared to only 3 individuals (or 3% of the total) in the 30–40 age group (Table III.1). This indicates that the majority of Annrich skincare buyers are in their twenties and thirties, suggesting that they are health-conscious young adults.

**Tabel 1. Respondent Characteristics by Gender**

Usia	Frekuensi	Persentase (%)
17 - 20 tahun	12	12
20 - 25 tahun	76	76
25 - 30 tahun	9	9
30 - 40 tahun	3	3
Total	100	100

Tabel III.2 The data shows that there were 65 female respondents (or 65% of the total) and 35 male respondents (or 35% of the total) in this study. This indicates that the majority of Annrich skincare product buyers are women. Given the importance of facial care and beauty to women's self-esteem, it is not surprising that this survey confirms the general pattern that women are more interested in skincare products than men.

## 2. Validity Test

**Table 2. Validity Test Results**

Usia	Frekuensi	Persentase (%)
Perempuan	65	65
Laki-laki	35	35
Total	100	100

The validity test values for Price, Testimony, Sales Promotion, and Purchase Decision were obtained from the analysis findings presented in the table. With a significance level below 0.05 and calculated  $r$  values above 0.361, all variables are considered significant. This demonstrates the validity and practicality of the instruments used in collecting data for this study.



### 3. Reliability Test

**Table 3. Instrument Reliability Test Results**

Pertanyaan	Harga (X <sub>1</sub> )		Testimoni (X <sub>2</sub> )		Promosi Penjualan (X <sub>3</sub> )		Keputusan Pembelian (Y)	
	Pearson Correlation	Signifikansi	Pearson Correlation	Signifikansi	Pearson Correlation	Signifikansi	Pearson Correlation	Signifikansi
1	0,542	0,002	0,363	0,048	0,527	0,003	0,809	0,000
2	0,463	0,010	0,880	0,000	0,867	0,000	0,874	0,000
3	0,852	0,000	0,800	0,000	0,679	0,000	0,665	0,000
4	0,531	0,003	0,708	0,000	0,845	0,000	0,880	0,000
5					0,800	0,000	0,710	0,000
6					0,710	0,000		

According to the data in the table, the four variables—Price, Testimony, Sales Promotion, and Purchase Decision—have reliability values higher than the Cronbach's Alpha threshold of 0.60, indicating that all are valid and reliable research variables.

### 4. Descriptive Statistical Analysis

**Table 4. Descriptive Statistical Analysis Results**

Pertanyaan	<i>Cronbach's Alpha</i>	<i>N of Items</i>	Hasil
Harga (X <sub>1</sub> )	0,701	4	Reliabel
Testimoni (X <sub>2</sub> )	0,667	4	Reliabel
Promosi Penjualan (X <sub>3</sub> )	0,838	6	Reliabel
Keputusan Pembelian (Y)	0,876	5	Reliabel

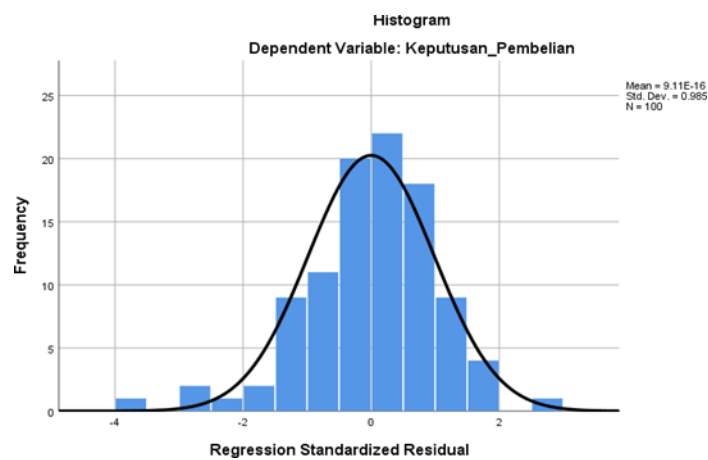
The research variables display a range of values and means derived from data collected from 100 respondents who purchased Annrich skincare products at PRSU Hall Medan. The value range for the Price variable (X<sub>1</sub>) is 8–19, with a mean of 14.34 and a standard deviation of 1.940. The Testimony variable (X<sub>2</sub>) has a value range of 9 to 19, a mean of 13.33, and a standard deviation of 1.870. For the Promotion variable (X<sub>3</sub>), values range from 14 to 26, with a mean of 20.40 and a standard deviation of 2.238.



Lastly, the Purchase Decision variable (Y) ranges from 11 to 25, with a mean of 19.83 and a standard deviation of 2.617. The results indicate that most respondents' scores are centered around the mean for each variable, suggesting stable opinions and purchasing behavior toward the skincare product.

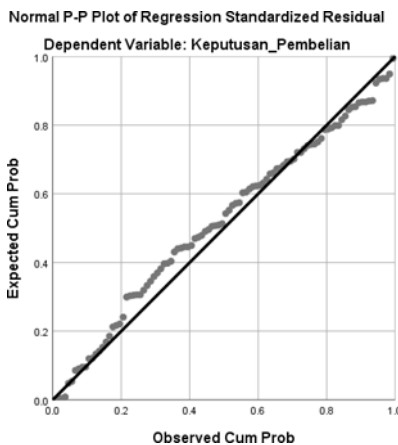
### 5. Classical Assumption Test

#### a. Normality test



**Figure 2. Normality Test Results with Histogram Graph**

Based on the figure, the resulting curve is symmetrical and bell-shaped without outliers, indicating that the data follows a normal distribution and meets the normality assumption.





**Table 5. Normality Test Results with Probability Plot Method**  
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.23623572
Most Extreme Differences	Absolute	.087
	Positive	.065
	Negative	-.087
Test Statistic		.087
Asymp. Sig. (2-tailed)		.062 <sup>c</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

It is clear from the figure above that the data is distributed along the diagonal. This confirms that the research data follows a normal distribution.

*Table III.4.1 Results of the One-Sample Kolmogorov-Smirnov Test of Normality* According to the data in the table, the Asymp. Sig. (2-tailed) value is 0.062. We can conclude that the data follows a normal distribution because the resulting significance value is greater than 5% or 0.05.

#### b. Multicollinearity Test

**Table 6. Multicollinearity Test Results**  
Coefficients<sup>a</sup>

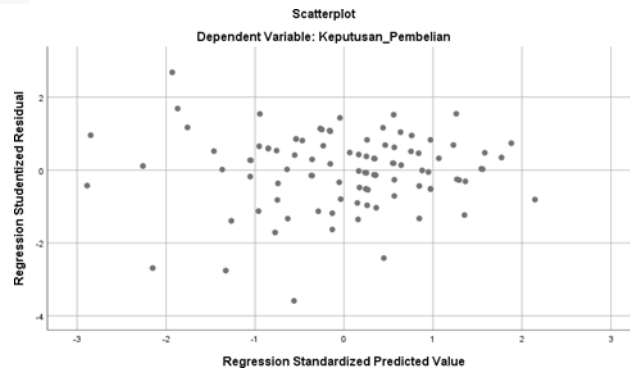
Model		Collinearity Statistics	
		Tolerance	VIF
1	Harga	.864	1.158
	Testimoni	.913	1.095
	Promosi_Penjualan	.926	1.080

a. Dependent Variable: Keputusan\_Pembelian

Table 1 shows that the three variables—Price (X1), Testimony (X2), and Sales Promotion (X3)—have VIF values below 10, indicating that they are significantly related to each other. All three variables also have tolerance values greater than 0.10: Price (X1), Testimony (X2), and Sales Promotion (X3). Since there are no signs of multicollinearity, it can be concluded that the assumption is met.



c. Heteroscedasticity Test



**Figure 3. Heteroscedasticity Test Results**

The points scattered above and below the zero line on the Studentized Residual Regression (Y-axis) do not follow any specific pattern and appear to be randomly distributed, as shown in the figure above. This rules out heteroscedasticity, indicating that the resulting regression model is appropriate for using the independent variables to estimate consumer spending.

**Table 7. Glejser Test Results**

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.488	1.651		3.929	.000
	Harga	-.110	.079	-.145	-1.381	.171
	Testimoni	-.048	.080	-.061	-.595	.553
	Promosi_Penjualan	-.128	.066	-.195	-1.920	.058

a. Dependent Variable: ABS\_RES

Based on the data in the table, we can conclude that X1, representing price, has a significance value (Sig.) of 0.171; X2, representing testimony, has a Sig. value of 0.553; and X3, representing sales promotion, has a Sig. value of 0.058. According to the decision rule in the Glejser test, since all three variables have significance values greater than 0.05, we can conclude that the regression model shows no signs of heteroscedasticity.



## 6. Research Data Analysis Results

### a. Multiple Linear Regression Equation Analysis

**Table 8. Multiple Linear Regression Test Results**

		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	T	Sig.
1	(Constant)	4.766	2.635		1.809	.074
	Harga	.415	.127	.308	3.280	.001
	Testimoni	.276	.128	.197	2.164	.033
	Promosi_Penjualan	.266	.106	.227	2.508	.014

a. Dependent Variable: Keputusan Pembelian

Based on the data in the table, the following equation represents the multiple linear regression used in this study:

$$Y = a + b1.X1 + b2.X2 + b3.X3$$

$$\text{Keputusan Pembelian} = 4,766 + 0,415 \text{ Harga} + 0,276 \text{ Testimoni} + 0,266 \text{ Promosi Penjualan}$$

1. The Purchase Decision is valued at 4.766 units when there is no influence from the Price (X1), Testimony (X2), or Sales Promotion (X3) variables, or when all three variables are set to zero. In other words, the absence of independent variables results in a constant value for the dependent variable, Purchase Decision (Y).
2. A strong relationship between the Price variable (X1) and Purchase Decision (Y) is indicated by a regression coefficient of 0.415. This means that, assuming other factors remain constant, a one- unit increase in Price (X1) affects the Purchase Decision (Y) by 0.415, or 41.5%.
3. The Testimony variable (X2) has a positive effect on the Purchase Decision (Y), shown by a regression coefficient of 0.276. With all other factors held constant, a one-unit increase in Testimony (X2) influences the Purchase Decision (Y) by 0.276, or 27.6%.
4. The Sales Promotion variable (X3) positively affects the Purchase Decision (Y), with a regression coefficient of 0.266. This means that, if all other factors remain the same, a one-unit increase in Sales Promotion (X3) influences the Purchase Decision (Y) by 0.266, or 26.6%.



b. Coefficient of Determination (R<sup>2</sup>)

Table 9. Determination Coefficient Value (R<sup>2</sup>)

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.520 <sup>a</sup>	.270	.247	2.271

a. Predictors: (Constant), Promosi\_Penjualan, Testimoni, Harga

b. Dependent Variable: Keputusan\_Pembelian

The table shows that the coefficient of determination (R Square) is 0.270. This means that various factors such as product quality, distribution, brand strength or reputation, and others have a greater influence on the dependent variable (Y) than the independent variables (X1, X2, and X3), which in this case are price, testimony, and sales promotion.

c. Hypothesis Testing F-Test

Table 10. F Test Results

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	183.036	3	61.012	11.831	.000 <sup>b</sup>
	Residual	495.074	96	5.157		
	Total	678.110	99			

a. Dependent Variable: Keputusan\_Pembelian

b. Predictors: (Constant), Promosi\_Penjualan, Testimoni, Harga

At a significance level of 0.05, the equation can be rewritten as follows: Fcount = 11.831, Ftable = F(k; n-k-1) = F(3; 100-3-1) = F(3; 96) = 2.69. Since Fcount > Ftable, with 11.831 > 2.69, this indicates that the model is statistically significant. The table shows that the variables Price (X1), Testimony (X2), and Sales Promotion (X3) all have an effect on the Purchase Decision (Y) variable, with a significance value of 0.000 < 0.05. Therefore, it is reasonable to conclude that Price, Testimony, and Sales Promotion variables simultaneously have a significant effect on Purchase Decision. t-Test Hypothesis Testing.



d. t-Test Hypothesis Testing

**Table 11. T Test Results**

		Coefficients <sup>a</sup>				Sig.
		Unstandardized Coefficients		Standardized Coefficients	t	
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.766	2.635		1.809	.074
	Harga	.415	.127	.308	3.280	.001
	Testimoni	.276	.128	.197	2.164	.033
	Promosi_Penjualan	.266	.106	.227	2.508	.014

a. Dependent Variable: Keputusan\_Pembelian

The calculated *t*-values for all independent variables in the study can be seen in the table above. These *t*-values are compared with the critical *t*-table value, which is  $t(\alpha/2; n-k-1) = t(0.05/2; 100-3-1) = t_{0.025;96} = 1.985$ . The following are the results of the partial (t-test) analysis:

1. The *t*-calculated value is greater than the *t*-table value, namely  $3.280 > 1.985$ , and the significance value (*Sig.*) for the effect of the Price variable (X1) on the Purchase Decision (Y) is  $0.001 < 0.05$ . Thus, there is a statistically significant relationship between Price (X1) and Purchase Decision (Y).
2. The *t*-calculated value of 2.164 is greater than the *t*-table value of 1.985, and the *Sig.* value of 0.033 for the effect of the Testimony variable (X2) on Purchase Decision (Y) is less than 0.05. Therefore, it can be concluded that Testimony (X2) significantly influences Purchase Decision (Y).
3. Sales Promotion (X3) has an effect on Purchase Decision (Y) with a *Sig.* value of  $0.014 < 0.05$  and a *t*-calculated value of  $2.508 > 1.985$ . Thus, there is a significant relationship between Sales Promotion (X3) and Purchase Decision (Y).

## DISCUSSION

### 1. The Influence of Price on Purchase Decision

Based on the partial test results, the significance value is  $0.001 < 0.05$ , and the *t*-calculated value is greater than the *t*-table value,  $3.280 > 1.985$ . Thus, it can be concluded that the price of Annrich Skincare has a positive and statistically significant effect on consumer purchase decisions. These results support the findings of Gunarsih et al. (2021), who found that price has a positive and significant influence on purchase decisions.

### 2. The Influence of Testimony on Purchase Decision

Based on the partial test results, the significance value is  $0.033 < 0.05$ , and the *t*-calculated



value is

$2.164 > 1.985$ . Customer reviews of Annrich Skincare have a positive and significant influence on purchase decisions. This result supports the findings of Saragih et al. (2024), who also found that

testimony has a positive and significant effect on purchase decisions.

### **3. The Influence of Sales Promotion on Purchase Decision**

Partial test results show that the t-calculated value is greater than the t-table value,  $2.508 > 1.985$ , and the significance value is  $0.014 < 0.05$ . Therefore, Annrich Skincare's sales promotions significantly and positively affect consumer purchase decisions. Tolan et al. (2021) found that partial sales promotions have a favorable and substantial influence on purchase decisions, and our test results reinforce this finding.

### **4. The Influence of Price, Testimony, and Sales Promotion on Purchase Decision**

The value of  $F_{count} > F_{table}$ , with  $11.831 > 2.69$ , and the significance value is  $0.000 < 0.05$ , as shown by the stimulus-based calculation. Therefore, consumer purchase decisions for Annrich Skincare (Y) are positively and significantly influenced by the factors of Price (X1), Testimony (X2), and Sales Promotion (X3). These findings are consistent with those of Tolan et al. (2021), who concluded that Price, Testimony, and Sales Promotion all have a favorable and substantial effect on purchase decisions.

## **CONCLUSION**

1. The estimated t-value is greater than the t-table value, namely 3.280, and the significance value for the effect of the Price variable (X1) on the Purchase Decision (Y) is 0.001, which is less than 0.05. Therefore, the relationship between the two variables—Purchase Decision (Y) and Price (X1)— can be defined as statistically significant.
2. The tested t-value of 2.164 is greater than the t-table value of 1.985, and the significance value for the effect of the Testimony variable (X2) on Purchase Decision (Y) is  $0.033 < 0.05$ . Therefore, it can be assumed that Testimony (X2) significantly affects Purchase Decision (Y).
3. A p-value of  $0.014 < 0.05$  and a t-calculated value of  $2.508 > 1.985$  indicate that the Sales Promotion variable (X3) has a significant effect on the Purchase Decision (Y). Thus, there is a statistically significant relationship between Sales Promotion (X3) and Purchase Decision (Y).
4. The variables Price (X1), Testimony (X2), and Sales Promotion (X3) simultaneously have a significant effect on the Purchase Decision (Y) for Annrich Skincare in Medan City, as



indicated by the F-calculated value of  $11.831 > F\text{-table } 2.69$  or a significance value of  $0.000 < 0.05$ .

## LIMITATION

1. With the results of this study, researchers can better understand various marketing aspects that influence the purchase of skincare products. This data is expected to be useful in developing more effective marketing plans.
2. Annrich Skincare and other businesses may consider implementing competitive pricing strategies, enhancing the delivery of engaging and honest customer testimonials, and exploring innovative ways to increase the intensity of sales promotions. These initiatives are expected to improve customer engagement and loyalty.
3. This study provides valuable information for educational institutions, particularly Universitas Prima Indonesia, which can be used by students to gain deeper insights into the relationship between marketing variables and consumer behavior. It also contributes to the literature for future studies in the field of marketing.
4. Researchers may use it as a resource for future work, whether to expand on existing studies or to develop entirely new research project

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