

The Impact of Packaging and Promotion on Consumer Purchase Interest (Case Study of le Jereneh Products in Juli District)

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh kemasan produk dan promosi terhadap minat beli konsumen pada produk le Jereneh di Kecamatan Juli. Minat beli merupakan faktor penting dalam keberhasilan pemasaran yang dipengaruhi oleh kemasan produk dan promosi. Kemasan berperan dalam menarik perhatian dan memberikan nilai tambah, sedangkan promosi berfungsi sebagai sarana komunikasi untuk mempengaruhi konsumen. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui kuesioner kepada 100 responden. Analisis data dilakukan menggunakan regresi linear berganda untuk mengetahui pengaruh parsial dan simultan. Hasil penelitian menunjukkan bahwa kemasan produk berpengaruh positif dan signifikan terhadap minat beli ($t = 4,947$; $\text{sig} = 0,000$), serta promosi juga berpengaruh positif dan signifikan ($t = 10,501$; $\text{sig} = 0,000$). Secara simultan, kedua variabel berpengaruh signifikan terhadap minat beli ($F = 172,354$; $\text{sig} = 0,000$). Nilai koefisien determinasi (R^2) sebesar 0,780 menunjukkan bahwa 78% variasi minat beli dijelaskan oleh kedua variabel, sedangkan 22% dipengaruhi faktor lain. Hasil ini menunjukkan bahwa kemasan produk dan promosi berperan penting dalam meningkatkan minat beli, sehingga pelaku usaha perlu memperhatikan desain kemasan dan strategi promosi yang efektif.

Kata Kunci: Kemasan Produk; Promosi; Minat Beli.

Abstract

This study aims to analyze the effect of product packaging and promotion on consumer purchase intention of le Jereneh products in Juli District. Purchase intention is an important factor in marketing success influenced by product packaging and promotion. Packaging plays a role in attracting attention and providing added value, while promotion functions as a communication tool to influence consumers. This study uses a quantitative approach with a survey method through questionnaires distributed to 100 respondents. The data were analyzed using multiple linear regression to examine partial and simultaneous effects. The results show that product packaging has a positive and significant effect on purchase intention ($t = 4.947$; $\text{sig} = 0.000$), and promotion also has a positive and significant effect ($t = 10.501$; $\text{sig} = 0.000$). Simultaneously, both variables have a significant effect on purchase intention ($F = 172.354$; $\text{sig} = 0.000$). The coefficient of determination (R^2) of 0.780 indicates that 78% of the variation in purchase intention is explained by these variables, while the remaining 22% is influenced by other factors. These findings indicate that product packaging and promotion play an important role in increasing purchase intention; Therefore, businesses should pay attention to attractive packaging design and effective promotional strategies.

Keyword: Product Packaging; Promotion; Purchase Intention.

1. Introduction

A customer-oriented marketing strategy plays a crucial role in every business activity, especially in today's increasingly competitive market environment. Businesses are no longer only required to provide quality products, but also to create value and attract consumers through effective marketing strategies. In this context, promotion and product packaging become two important marketing instruments that can influence consumer responses and encourage purchasing interest. Promotion serves as a communication medium to influence consumers in making purchasing decisions (Maulana *et al.*, 2024). Beyond promotion, product packaging is also a crucial element in modern marketing, as it functions not only as a protective layer for the product but also as a visual communication tool capable of influencing consumer perceptions and purchasing decisions (Majid *et al.*, 2025). In consumer behavior studies, purchasing interest is often formed before the actual purchase decision occurs. Consumers tend to evaluate products not only based on functional benefits but also through external cues such as visual appearance, packaging attractiveness, and promotional exposure. This suggests that products with appealing packaging and persuasive promotional strategies are more likely to attract consumer attention and generate stronger buying interest. In line with this view, Saputra *et al.* (2020) found that consumer purchase intention is strongly influenced by the intensity of consumer experience in interacting with digital and marketing-based stimuli. This indicates that consumer interest can grow more significantly when businesses are able to present products attractively and communicate them effectively. One local product that reflects this challenge is *le Jereneh*, a traditional beverage product from Juli District that has promising market potential. However, based on field observations, consumer purchasing interest in this product is still relatively low. This condition is suspected to be caused by several factors, particularly unattractive product packaging and inadequate promotional strategies. The current packaging of *le Jereneh* is considered less capable of representing the uniqueness and value of the product, while promotional efforts remain limited and less optimal in reaching broader consumers. As a result, despite its local uniqueness and cultural value, *le Jereneh* has not yet developed strong consumer appeal in the market. This issue is important because in today's business landscape, local products are expected not only to have good quality, but also to be competitive in terms of presentation and communication. Consumers increasingly make judgments and form initial buying interest based on how a product is displayed and promoted. Research by Yusrawati *et al.* (2024) shows that product attractiveness has a significant role in influencing purchasing decisions, particularly in the context of local SME products. This finding implies that product presentation, including packaging design, is highly relevant in shaping consumer interest and response toward a product.

The main problem in this study is the suboptimal consumer purchasing interest in *le Jereneh* products, which is suspected to be influenced by product packaging and promotion. Theoretically, both variables are widely recognized as important determinants of consumer buying interest. However, empirical findings from previous studies still show inconsistencies depending on product category, consumer characteristics, and market context. Therefore, this study becomes important to re-examine the influence of product packaging and promotion on consumer purchasing interest, particularly in the context of local traditional products in Juli District. Several previous studies have shown that product packaging has a positive and significant influence on consumer purchasing interest, where visually appealing packaging can increase consumer attraction and improve perception of the product (Putri & Riofita, 2024). Other studies also state that informative and well-designed packaging can increase consumer purchasing interest because it adds value to the product (Ginting & Hartati, 2023). Likewise, Muflihah *et al.* (2023) found that perceptions of price, promotion, and packaging design partially and simultaneously have a significant influence on consumer purchasing interest. In addition, Azzahra and Sabilla (2024) proved that packaging innovation and digital promotion have a positive and significant influence on consumer purchasing interest, making both important factors in increasing the competitiveness of MSME products. Promotion also plays an increasingly strategic role in shaping consumer behavior in the digital era. Consumers today are more responsive to persuasive communication, social exposure, and product information delivered through digital and social media platforms. In support of this argument, Saputra *et al.* (2025) found that digital

image and electronic word-of-mouth significantly influence online shopping behavior among Generation Z consumers. This finding confirms that promotion is no longer limited to conventional advertising, but also includes persuasive digital exposure capable of building attraction, trust, and consumer intention to buy. In addition, consumer experience has also been shown to strengthen satisfaction and loyalty, which are closely related to purchase intention as an early stage of consumer behavior. Saputra *et al.* (2025) emphasized that digital service experience can reinforce positive consumer responses and contribute to behavioral outcomes such as repeat interest and loyalty. This means that before a product is repeatedly purchased, it must first succeed in building initial consumer interest through a combination of attractive product presentation and effective marketing communication. Thus, packaging and promotion are not merely supporting elements, but strategic instruments that determine whether a product can attract attention, build consumer curiosity, and stimulate purchasing interest. In the context of le Jereneh, creative packaging and engaging promotional activities are expected to increase purchasing interest, particularly among the Juli District community and surrounding consumers. Based on the above explanation, this study aims to examine the influence of product packaging and promotion on consumer purchasing interest in le Jereneh products in Juli District. This study is expected to provide both theoretical contributions to the consumer behavior and marketing literature, as well as practical implications for local business actors in developing more effective packaging and promotional strategies.

2. Literature Review

2.1 Packaging

Packaging is an essential part of a product, serving not only as protection but also as a marketing tool. Packaging is defined as a container or wrapper used to protect a product from damage during the distribution process until it reaches consumers (Samuddin *et al.*, 2020). Furthermore, packaging is also a material used to maintain product quality and ensure its safety for consumers (Budiningrum *et al.*, 2022). Furthermore, packaging serves not only as protection but also as a promotional medium that can attract attention and influence consumer purchasing decisions (Pratama *et al.*, 2023). *H₁: Product packaging has a positive and significant effect on consumer purchasing interest.*

2.2 Promotion

Promotion is an effort to convey information widely to the public about a product or service with the aim of attracting attention and increasing consumer interest (Zohriah *et al.*, 2023). Promotion is a form of marketing communication that aims to introduce products to consumers. Promotion is defined as activities to convey information and persuade consumers to be interested in a product or service (Cahyaningrum & Harsono, 2022). Promotion is a communication tool used to inform, persuade, and remind consumers about a product so that it can increase sales (erpurini *et al.*, 2023). Promotion is a communication activity carried out to introduce and convey information about a product or service to the public to attract consumer attention (Wahiddinsyah, 2022). *H₂: Promotion has a positive and significant effect on consumer purchasing interest.*

2.3 Purchase Interest

Purchase intention is an important concept in consumer behavior studies because it reflects the psychological tendency of consumers before making an actual purchase decision. Purchase intention can be understood as a consumer's desire or plan to buy a product or service after going through a process of evaluation and consideration (Az-Zahra & Sukmalengkawati, 2022). It also reflects the level of consumer interest, which is influenced by various factors such as trust, convenience, and shopping experience, all of which can ultimately encourage actual purchasing behavior (Achsa & Dewi, 2021). In line with this view, Saputra *et al.* (2020) explain that purchase intention is not merely a spontaneous response, but is shaped by consumers' interaction with marketing stimuli and their overall experience during the evaluation process. This implies that when a product is supported by attractive packaging and effective promotion,

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consumers are more likely to develop stronger interest and intention to purchase it. H_3 : *Product packaging and promotion simultaneously have a significant influence on consumer purchasing interest.*

3. Research Methodology

This study used a quantitative approach with an associative research design, aiming to examine the influence of independent variables (product packaging and promotion) on the dependent variable (consumer purchasing intention). The study was conducted in Juli District, Bireuen Regency, Aceh Province. This location was chosen because it is a marketing area for le Jereneh products and has potential consumers. This study used a quantitative approach with an associative research design, aiming to examine the influence of independent variables (product packaging and promotion) on the dependent variable (consumer purchasing intention). The study was conducted in Juli District, Bireuen Regency, Aceh Province. This location was chosen because it is a marketing area for le Jereneh products and has potential consumers. Research data were collected through questionnaires distributed to respondents using a 1–5-point Likert scale. The research instrument was tested for validity and reliability. Validity was tested using the Pearson Product Moment correlation, while reliability was tested using the Cronbach Alpha coefficient. Data analysis was performed using SPSS software, including classical assumption tests (normality, multicollinearity, and heteroscedasticity), multiple linear regression analysis, and hypothesis testing using the t-test (partial) and F-test (simultaneous).

4. Hasil dan Pembahasan

4.1 Hasil

Tabel 1. Validity Test Results

Variables	Indicator	R count	R table	Information
Product Packaging (X1)	X1.1	0.787	0.196	Valid
Product Packaging (X1)	X1.2	0.833	0.196	Valid
Product Packaging (X1)	X1.3	0.821	0.196	Valid
Promotion (X2)	X2.1	0.845	0.196	Valid
Promotion (X2)	X2.2	0.807	0.196	Valid
Promotion (X2)	X2.3	0.770	0.196	Valid
Promotion (X2)	X2.4	0.767	0.196	Valid
Promotion (X2)	X2.5	0.762	0.196	Valid
Purchase Interest (Y)	Y1	0.891	0.196	Valid
Purchase Interest (Y)	Y2	0.833	0.196	Valid
Purchase Interest (Y)	Y3	0.710	0.196	Valid
Purchase Interest (Y)	Y4	0.857	0.196	Valid
Purchase Interest (Y)	Y5	0.870	0.196	Valid

The test results presented, the results of the validity test on all statement items on the product packaging (X1), promotion (X2), and purchase interest (Y) variables, obtained the results that each indicator has a calculated r value greater than the r table at a significance level of $\alpha = 0.05$ with a total of 100 respondents. This shows that all statement items used in this study are able to measure the variables studied accurately. Thus, it can be concluded that all research instruments are declared valid and suitable for use in the next analysis stage.

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Table 2. Reliability Test Results

Variables	Cronbach Alpha Value	Criteria	Information
Product Packaging (X1)	0.741	> 0.60	Reliable
Promotion (X2)	0.850	> 0.60	Reliable
Purchase Interest	0.891	> 0.60	Reliable

The reliability test results showed that all variables had Cronbach's Alpha values above 0.60, namely Product Packaging (0.741), Promotion (0.850), and Purchase Intention (0.891). Thus, the research instrument was declared reliable and can be used for further analysis.

Table 3. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters a,b	Mean	.0000000
	Standard Deviation	1.90346969
Most Extreme Differences	Absolute	.084
	Positive	.084
	Negative	-.075
Test Statistics		.084
Asymp. Sig. (2-tailed)		.079 c

Based on the results of the normality test using the Kolmogorov-Smirnov method, the Asymp. Sig. (2-tailed) value was 0.079, which is greater than 0.05. This indicates that the residual data in this study is normally distributed. By fulfilling the normality assumption, the regression model used in this study can be said to meet one of the requirements of the classical assumption test. Therefore, the research data is suitable for use in further analysis.

Table 4. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	totalX1	.585	1,709
	totalX2	.585	1,709

Based on the results of the multicollinearity test in the Coefficients table, the tolerance value for the product packaging (X1) and promotion (X2) variables was 0.858, which is greater than 0.10, and the VIF value was 1.709, which is less than 10. This shows that there is no multicollinearity between the independent variables in the regression model.

Table 5. Heteroscedasticity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.507	.460		.102	.273
	TotalX1	-.074	.049	-.157	1,503	.136
	TotalX2	-.006	.043	-.017	.131	.896

Based on the results of the heteroscedasticity test using the Glejser method, the significance value for the product packaging variable (X1) was 0.136 and the promotion variable (X2) was 0.896, where both values were greater than 0.05. This indicates that there are no symptoms of heteroscedasticity in the

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regression model. Thus, it can be concluded that the regression model used in this study has met the classical assumptions of heteroscedasticity and is suitable for use in further analysis.

Table 6. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients	
	B	Std. Error
1 (Constant)	0.573	0.713
TotalX1	0.472	0.095
TotalX2	0.693	0.066

Based on the results of data processing using SPSS, the following multiple linear regression equation was obtained:

$$Y = 0.573 + 0.472X1 + 0.693X2$$

The equation shows that the constant value of 0.573 indicates that if the product packaging (X1) and promotion (X2) variables are considered constant or do not change, then the purchase interest value (Y) is at 0.573. The regression coefficient of the product packaging variable of 0.472 indicates that every one unit increase in product packaging will increase purchase interest by 0.472, assuming other variables remain constant. Meanwhile, the regression coefficient of the promotion variable of 0.693 indicates that every one unit increase in promotion will increase purchase interest by 0.693. Thus, it can be concluded that both independent variables have a positive direction of influence on purchase interest.

Table 7. Partial Test Results (t-test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 Constant)	573	713		804	424
TotalX1	472	095	308	.947	000
TotalX2	693	066	653	0.501	000

Based on the partial test results (t-test) contained in the Coefficients table, it is known that the product packaging variable (X1) has a significance value of 0.000, which is smaller than 0.05. This indicates that product packaging has a partial positive and significant effect on purchasing interest. This means that the better the product packaging offered, the more it will increase consumer purchasing interest. Furthermore, the promotion variable (X2) also has a significance value of 0.000, which is smaller than 0.05. This indicates that promotion has a partial positive and significant effect on purchasing interest. In other words, the more intense and attractive the promotion carried out, the more consumer purchasing interest will also increase.

Table 8. F-Test Results (Simultaneous)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	274,694	2	37,347	72,354	000 b
Residual	58,696	7	.698		
Total	633,390	9			

Based on the results of the simultaneous test (F test) in the ANOVA table, a significance value of 0.000 was obtained, which is less than 0.05. This indicates that the product packaging (X1) and promotion (X2) variables simultaneously have a significant effect on purchase intention (Y). Thus, these two independent variables collectively explain changes in the purchase intention variable.

Table 9. Determination Test Results

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	883 a	780	776	.923

Based on the analysis results in the Model Summary table, the coefficient of determination (R Square) was 0.780. This indicates that product packaging and promotion variables are able to explain 78% of the variation in changes in purchase intention. Meanwhile, the remaining 22% is explained by other variables outside the study that were not included in this regression model. Thus, it can be said that this research model has a fairly strong ability to explain the relationship between the independent and dependent variables.

4.2 Discussion

The results of the partial analysis in this study indicate that product packaging (X1) has a positive and significant effect on purchasing interest (Y). Based on the SPSS coefficients output, the calculated t value is 4.947 with a significance value of 0.000 ($p < 0.05$), which means that the better and more attractive the product packaging, the higher the consumer's purchasing interest. This shows that packaging not only functions as a product protector, but also as a factor that can attract attention and influence consumer decisions in making purchases. Partial analysis also shows that promotion (X2) has a positive and significant effect on purchasing interest (Y). This is evidenced by the calculated t-value of 10.501 and a significance value of 0.000 ($p < 0.05$), which indicates that the promotion carried out is able to increase consumer purchasing interest. With the right and attractive promotion, consumers become more familiar with the product and are encouraged to make a purchase. The results of the simultaneous test (F test) show that product packaging (X1) and promotion (X2) together have a significant effect on purchasing interest (Y). The calculated F value of 172.354 with a significance of 0.000 ($p < 0.05$) indicates that both variables simultaneously are able to explain variations in purchasing interest significantly. This indicates that the combination of attractive product packaging and effective promotion can increase consumer purchasing interest more optimally.

5. Conclusion

This study confirms that product packaging and promotion significantly influence consumer purchase intention. Partially, product packaging has been shown to have a positive and significant effect on purchase intention, indicating that packaging appearance and design can attract attention and encourage purchasing decisions. Similarly, promotion also shows a positive and significant effect, indicating that the more effective the promotion, the higher consumer purchase intention. When analyzed simultaneously, both variables together exert a stronger influence on purchase intention. This finding suggests that the combination of attractive product packaging and effective promotion is a key factor in increasing consumer purchase intention. Theoretically, this research strengthens the relationship between marketing strategies, particularly product packaging and promotion, and consumer behavior in shaping purchase intention. Practically, business owners are advised to focus not only on product quality but also on packaging design and appropriate promotional strategies to attract attention and increase consumer purchasing intention. For further research, it is recommended to add other variables such as price, product quality, and brand image, as well as using different research methods or objects to obtain broader and more in-depth results regarding the factors that influence consumer purchasing interest.

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