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**THE EFFECT OF PRICE, PRODUCT VARIATION, AND WORD OF MOUTH ON CONSUMER PURCHASE DECISIONS AT THE CAHAYA WIRAMA STORE, SELATS BRANCH, KARANGASEM**  
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**Abstract:**

This study aims to examine and analyze the effects of price, product variety, and word of mouth on purchasing decisions. This study was conducted at the Cahaya Wirama Store, Selat Branch, Karangasem, with a sample of 170 respondents. All data obtained from the questionnaire distribution were subsequently analyzed using multiple linear regression with the Statistical Package for the Social Sciences (SPSS). The results of the study indicate that (1) Price, product variety, and word of mouth simultaneously have a significant effect on consumer purchasing decisions at the Cahaya Wirama Store, Selat Branch, Karangasem; (2) Price has a positive and significant effect on consumer purchasing decisions at the Cahaya Wirama Store, Selat Branch, Karangasem; (3) Product variety has a positive and significant effect on consumer purchasing decisions at the Cahaya Wirama Store, Selat Branch, Karangasem. (4) Word of mouth has a positive and significant effect on consumer purchasing decisions at the Cahaya Wirama Store, Selat Branch, Karangasem.

**Keywords:** Price, Product Variety, Word of Mouth, Purchase Decision

**INTRODUCTION**

The retail industry in Indonesia has shown significant growth in line with the national economic growth rate and increasingly dynamic consumer consumption patterns. Modernizing lifestyles and rising per capita incomes have shifted consumer orientation from conventional shopping in traditional stores to modern retail formats such as Alfamart and Indomaret. Despite this, local retailers still maintain their role as a vital part of the distribution ecosystem due to the strong emotional and social ties they foster with their loyal customers. However, these shifts in shopping behavior have also intensified competition in the retail sector, requiring every business, especially local retailers, to adapt quickly and effectively to market dynamics and consumer expectations. In this context, an appropriate marketing strategy is crucial for local retailers to maintain market share and attract consumer interest amidst increasingly fierce competition.

One local retail store striving to maintain its presence amidst this competition is the Cahaya Wirama Store, Selat Karangasem Branch, under the management of PT Putra Cahaya Wirama. Established on June 15, 1996, in Pering Sari Village, Selat District, Karangasem Regency, this store is committed to providing a variety of community needs, ranging from household needs, office stationery and general supplies. Since its inception, the main strategy implemented has been relatively competitive pricing and the availability of diverse products to meet the needs of consumers from various segments. However, in recent years, the emergence of new competitors offering lower prices and a more complete product variety has changed the competitive landscape in the region, so that the competitive position of Cahaya Wirama Store has begun to face significant pressure.



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The increasing number of competitors in the Karangasem Strait region presents new challenges, particularly as these competitors compete not only on price but also actively utilize social media as a promotional tool, both through digital advertising and word-of-mouth strategies to expand market reach. This situation provides consumers with more alternatives when choosing where to shop, leading to increasingly common store switching behavior. Based on initial observations, some consumers believe that product prices at Cahaya Wirama Store are relatively higher than those of competitors, while recommendations from existing customers are not strong enough to attract potential new customers.

This situation indicates that although Cahaya Wirama Store is still able to maintain its operations and existence, it faces serious challenges in maintaining sales stability and price competitiveness. Changing consumer preferences, which are increasingly sensitive to price, the increasing need for a wider product variety, and the importance of positive customer recommendations are aspects that require strategic attention. If these factors are not immediately addressed through adaptive marketing strategies, the potential for decreased purchasing interest and the inability to achieve sales targets could pose a long-term threat to business sustainability.

Therefore, a more comprehensive analysis is needed to identify the factors influencing consumer purchasing decisions at the Cahaya Wirama Store, Selat Karangasem Branch. Several key variables suspected to influence purchasing decisions significantly include price, product variety, and word of mouth, as all three are directly related to consumer perceptions of value, store attractiveness, and customer loyalty. An in-depth analysis of these three factors is expected to provide a clearer picture of the actual conditions on the ground and serve as a basis for developing more effective and competitive marketing strategies. Relevant sales data can be seen in the following table:

**Table 1. Sales Data for Cahaya Wirama Store, Selat Karangasem Branch 2024**

Month	Sales (RP)	Sales target (RP)
January	469.905.695	480.000.000
February	554.204.797	530.000.000
March	585.020.176	570.000.000
April	594.298.761	590.000.000
May	615.721.888	620.000.000
June	648.531.723	650.000.000
July	807.270.534	780.000.000
August	687.910.700	720.000.000
September	648.149.027	690.000.000
October	665.267.633	660.000.000
November	768.124.753	740.000.000
December	686.939.765	710.000.000

Source: internal data of Wirama's light store, Karangasem Strait branch, 2024

Based on the data presented in Table 1, it can be identified that the sales performance of the Cahaya Wirama Store, Selat Karangasem Branch, exhibits a fluctuating pattern over time. Although there is a generally positive fluctuation trend, certain months, such as August, September, and December, show a decline in sales compared to the previous month, resulting in sales realization for those periods falling short of the targets set by store management. This phenomenon indicates that high purchasing activity and increased visitor numbers do not always directly impact optimal sales



targets. In other words, an increase in customer visits is not necessarily accompanied by a significant increase in purchase transactions.

It indicates a problem related to consumer purchasing decisions. According to Kotler & Keller (2016), purchasing decisions are the result of a five-stage decision-making process: need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. This process demonstrates that purchasing decisions are not spontaneous actions but rather the result of a deliberation process involving various factors, both internal and external.

Based on this perspective, the sales fluctuations at the Cahaya Wirama Store, Selat Karangasem Branch, may reflect potential problems in the consumer purchasing decision-making process. This sales instability is likely influenced by less competitive pricing, limited product variety, and the weak power of word of mouth in attracting and retaining customers. Therefore, analyzing these three factors is crucial for understanding consumer behavior patterns and formulating more effective marketing strategies in the future.

In addition to purchasing decision theory, this research is also supported by the concept of consumer behavior, which plays a crucial role in understanding how individuals make decisions about purchasing a product or service. According to Kotler & Keller (2016:179), consumer behavior is the study of how individuals, groups, and organizations select, purchase, use, and evaluate products or services to meet their needs and desires. This process does not occur in isolation but is influenced by a number of factors, including cultural, social, personal, and psychological factors, which collectively shape consumer behavior patterns and purchasing decisions.

In this context, marketing strategies implemented by stores, such as pricing policies, product variety, and word of mouth, have a significant influence on how consumers perceive a brand or store. Furthermore, forms of social communication such as word of mouth are considered highly effective in shaping consumer perceptions because they are based on the actual experiences of previous users. Cheung and Thadani (2022) explain that word of mouth has a higher level of credibility than conventional promotions because messages conveyed through personal recommendations are perceived as more authentic and convincing. Therefore, positive customer experiences can be a powerful promotional tool to increase the trust and purchasing interest of potential consumers.

One of the main factors influencing consumer purchasing decisions is price. According to Asti et al. (2022), price is the amount consumers must pay to obtain a product or service that reflects the benefits they will receive.

Based on initial observations of price comparisons between Cahaya Wirama Store and competitors in the same area, it was found that the prices of products offered by Cahaya Wirama Store tend to be higher than those of similar stores in the Selat Karangasem area. Some necessities show price differences that, while not significant, are significant enough to influence the judgment of price-sensitive consumers. This situation can create the perception that Cahaya Wirama Store is less competitive in terms of price, especially when consumers compare prices between stores before making a purchase. Price comparison data between Cahaya Wirama Store and competitors can be seen in the following table:

**Table 2.** Price Comparison Between Cahaya Wirama Store and Competitors

No	Types of products	Cahaya Wirama (Rp)	Competitors (Rp) M.S.
1	Sunco 1lt bottle	20.750	20.250
2	Nutrilon Royal 4 Vanilla 400g	99.750	99.000
3	SGM Explore 1+ Vanilla 600g	59.950	59.000



4	25kg of fish rice	375.000	374.000
5	Rose Brand Sugar 1kg	19.250	19.000

Source: field observation data, 2025

Based on the data in Table 2, it can be seen that, in general, the prices of products offered by Cahaya Wirama Store are slightly higher than those set by competing stores in the surrounding area. The price difference between products ranges from Rp250 to Rp1,000. Although this difference seems relatively small, it still has the potential to influence consumer perceptions of the level of affordability and economic value offered by the store. As an illustration, a 1-liter bottle of Sunco cooking oil is sold for Rp20,750 at Cahaya Wirama Store, while competing stores set the price at Rp20,250. A similar pattern is also seen for Nutrilon Royal 4 Vanilla 400gr and SGM Eksplor 1+ Vanilla 600gr formula milk products, which each show a price difference of around Rp750 to Rp950. For necessities such as 25kg of rice and 1kg of Rose Brand sugar, the prices offered by Cahaya Wirama Store also tend to be slightly higher, namely Rp1,000 and Rp250, respectively, compared to competing stores. This phenomenon indicates that the pricing strategy implemented by Cahaya Wirama Store is oriented towards a price position slightly above the market average. This strategy is likely influenced by various factors, including a policy of higher profit margins, high operational costs, and efforts to maintain the store's image as a provider of products with higher quality assurance. However, from the perspective of consumers, especially those who are highly sensitive to price, even the smallest price difference can be a significant factor in determining purchasing preferences. Thus, the slightly higher price difference at Cahaya Wirama Store has the potential to be a factor influencing sales dynamics and consumer purchasing behavior. In the context of increasingly competitive retail competition, stores need to consider more adaptive and efficient pricing strategies to be able to increase competitiveness, expand market share, and maintain customer loyalty sustainably.

Product variety has also been identified as a factor influencing purchasing decisions. According to Wicaksono & Sutanto (2022), product variety is a strategy employed by companies to provide consumers with a wider choice by offering various types, models, sizes, flavors, or packaging of a product. The more diverse the choices provided, the greater the chance of consumers finding a product that meets their needs and preferences. Product variety can also enhance a company's appeal and image in the eyes of consumers, as it demonstrates the company's ability to innovate and adapt to market tastes. Meanwhile, Bintarti et al. (2022) explain that product variety plays a crucial role in attracting consumer purchasing interest. With different product shapes, types, and specifications, consumers feel they have the freedom to choose according to their desires and needs. A high level of product variety can provide added value to consumers because it is perceived as being able to meet multiple needs simultaneously, thus encouraging increased purchasing decisions. In line with this description, the results of field observations regarding product variety at Cahaya Wirama Store and competing stores are presented in the following table:

**Table 3.** Comparison of Product Variety Between Cahaya Wirama and Competitors

No	Product categories	Cahaya Wirama	Competitors
1	Fresh food ingredients	There is no	There is
2	Necessities	Incomplete	Complete
3	Household needs	Limited	Complete
4	Snack	Quite complete	Complete
5	Ready-to-eat instant food	There is no	There is

Source: field observation results, 2025



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Based on the data presented in Table 3, it is known that the product variety owned by Cahaya Wirama Store is still relatively limited compared to competitors operating in the same area. Several product categories, such as fresh produce and ready-to-eat instant foods, are not yet available at Cahaya Wirama Store, while competitors have provided these categories to meet a wider range of consumer needs. Furthermore, in the groceries and household needs category, the product variety offered by Cahaya Wirama Store is also considered less comprehensive compared to competitors who offer a wider selection of products, both in terms of brands, sizes, and types. This condition indicates that Cahaya Wirama Store has not been fully able to adapt to the increasingly diverse changes in consumer preferences and expectations. Limited product variety can reduce the store's attractiveness because consumers tend to choose shopping places that can provide a variety of alternative choices in one location. As a result, consumers with specific needs or who want convenience in shopping are likely to switch to competitors who offer a more complete and varied product. Therefore, the difference in product variety between Cahaya Wirama Store and its competitors can be interpreted as an indication of problems in the product provision and management strategy. Limited product variety has the potential to reduce purchasing interest, lower customer satisfaction, and weaken customer loyalty, particularly in high-demand product categories. To address this, Toko Cahaya Wirama needs to evaluate its product portfolio and increase variety in the most popular categories to compete more effectively in the local retail market.

In addition to price and product variety, word of mouth (WOM) also plays a crucial role in influencing consumer purchasing decisions. According to Hakim & Pambudi (2021), word of mouth (WOM) is a form of informal communication between consumers that includes recommendations, experiences, or opinions about a product or service.

Various previous studies have shown that price, product variety, and word of mouth (WOM) influence consumer purchasing decisions. However, findings from various researchers still show inconsistencies or research gaps that warrant further study. Regarding price, studies conducted by Asti et al. (2022) and Fatimah (2023) showed positive and significant results. Both found that price influences purchasing decisions, as consumers tend to choose products with prices commensurate with the quality offered. Similar results were also reported by Ridwan (2023), who emphasized that the perception of a reasonable price can increase consumer purchase intention for a product. However, a study by Wicaksono & Sutanto (2022) found different results, indicating that price had no significant influence on purchasing decisions. It is because some consumers consider other aspects, such as product variety and service quality, more than price alone. These differences indicate that the influence of price on purchasing decisions is relative and dependent on market context and consumer characteristics. The results also showed quite striking differences regarding product variety.

Seeing the empirical phenomenon that occurred, although Cahaya Wirama Store has attempted to implement a marketing strategy by providing complete household products and offering competitive prices, there is still an inconsistency in achieving sales targets in certain periods. Based on this description, the author conducted a study entitled "The Effect of Price, Product Variety, and Word of Mouth on Purchasing Decisions at Cahaya Wirama Store, Selat Karangasem Branch."

**Consumer Behavior Theory.** According to Kotler & Keller (2016:179), consumer behavior is the study of how individuals, groups, and organizations select, purchase, use, and evaluate products, services, ideas, or experiences to satisfy their needs and desires. It demonstrates that consumer behavior encompasses more than just the act of purchasing, but also the entire process

that occurs before and after a purchase, from need recognition, information search, evaluation of alternatives, to post-purchase behavior.

**Purchasing Decisions.** According to Kotler & Keller (2016:179), purchasing decisions are the result of a series of decision-making processes consisting of five stages: need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. These five stages demonstrate that purchasing behavior is not an impulsive act, but rather a process of evaluation and assessment influenced by internal factors such as motivation, perception, and attitude, as well as external factors such as price, promotion, and social influences from the surrounding environment.

**Price.** According to Kotler & Keller (2016:179), price is defined as the amount of money a consumer must pay to obtain the benefits or utility of a product or service. Thus, price reflects the subjective value consumers perceive of a product, where price perceptions often correlate with quality and expected levels of satisfaction.

**Product Variety.** According to Tjiptono (2019), product variety refers to the number and types of products offered to consumers. The more choices available, the greater the opportunity for consumers to find products that meet their needs and preferences.

**Word of Mouth (X3).** According to Kotler & Keller (2016:179), word of mouth can be defined as a form of informal communication that occurs among consumers regarding their experiences with a product or service. This communication is considered more credible than commercial promotion because it stems from real experiences conveyed without any direct business interest.

## METHODS

According to Sugiyono (2021), a population is a generalized area consisting of objects or subjects with certain characteristics and qualities determined by the researcher to be studied and conclusions drawn. A population serves as the entire element that serves as a source of data in a study. In the context of this research, the population in question is all consumers of the Cahaya Wirama Store, Selat Karangasem Branch, who have made a purchase transaction. The population size is not known with certainty and is infinite. This study used a nonprobability sampling technique with a purposive sampling method, namely a sampling technique based on certain considerations and criteria that have been determined by the researcher (Sugiyono, 2021). This method was chosen because not all members of the population have an equal opportunity to be sampled; instead, they are selected based on their relevance to the research objectives. Thus, the number of samples used in this study was 170 respondents, namely consumers who have made purchases at the Cahaya Wirama Store, Selat Karangasem Branch. The data collection technique used a questionnaire, and the data analysis technique used multiple linear regression analysis.

## RESULTS AND DISCUSSION

The data analysis technique used in this study was multiple linear regression analysis. The results of the multiple linear regression analysis can be seen in Table 1 below:

**Table 4.** Summary of Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.223	.621		.358	.720
Price	.157	.047	.133	3.331	.001



Product Variations	.588	.043	.530	13.809	.000
Word of Mouth	.483	.043	.440	11.347	.000

Source: data processed in 2026

Based on the results of multiple linear regression analysis, it is stated that  $X_1 = 0.133$  indicates that price has a positive effect on consumer purchasing decisions, meaning that if the price offered is competitive, then consumer purchasing decisions will increase.  $X_2 = 0.530$  indicates that product variation has a positive effect on consumer purchasing decisions, meaning that if the products offered are more varied, then consumer purchasing decisions will increase.  $X_3 = 0.440$  indicates that word of mouth has a positive effect on consumer purchasing decisions, meaning that if word of mouth is conveyed well to consumers, then consumer purchasing decisions will increase.

**The Influence of Price on Consumer Purchasing Decisions at Cahaya Wirama Store, Selat Branch, Karangasem.** The calculated  $t (3.331) > t (1.654)$  was obtained with a significance level of  $0.001 < 0.05$ , so  $H_0$  was rejected, and  $H_1$  was accepted, meaning that the price variable had a significant positive effect on consumer purchasing decisions at Cahaya Wirama Store, Selat Branch, Karangasem. The regression coefficient  $b_1$  (price variable) was 0.157, indicating that if the price offered was competitive, it would increase consumer purchasing decisions at Cahaya Wirama Store, Selat Branch, Karangasem. This research is in line with research conducted by Asti et al. (2022), Fatimah (2023), and Ridwan (2023) that price had a positive and significant effect on consumer purchasing decisions.

**The Effect of Product Variety on Consumer Purchasing Decisions at Cahaya Wirama Store, Selat Branch, Karangasem.** The calculated  $t (13.809) > t (1.654)$  was obtained with a significance level of  $0.001 < 0.05$ , so  $H_0$  was rejected, and  $H_1$  was accepted, meaning that the product variety variable had a significant positive effect on consumer purchasing decisions at Cahaya Wirama Store, Selat Branch, Karangasem. The regression coefficient  $b_2$  (product variety variable) of 0.588 indicates that the more varied the products offered, the higher the consumer purchasing decisions at Cahaya Wirama Store, Selat Branch, Karangasem. This research is in line with research conducted by Wicaksono & Sutanto (2022), Bintarti et al. (2022), and Pasha (2023) that product variety has a positive and significant effect on consumer purchasing decisions.

**The Influence of Word of Mouth on Consumer Purchasing Decisions at Cahaya Wirama Store, Selat Branch, Karangasem.** The calculated  $t (11.347) > t (1.654)$  with a significance level of  $0.000 < 0.05$ , thus  $H_0$  is rejected, and  $H_4$  is accepted, meaning that the word of mouth variable has a significant positive effect on consumer purchasing decisions at Cahaya Wirama Store, Selat Branch, Karangasem. The regression coefficient  $b_3$  (word of mouth variable) of 0.483 indicates that if word of mouth is conveyed well to consumers, it will increase consumer purchasing decisions at Cahaya Wirama Store, Selat Branch, Karangasem. This research is in line with research conducted by Ningsi & Ekowati (2021), Hakim & Pambudi (2021), and Putri & Dwiyanto (2023), which stated that word of mouth has a positive and significant effect on consumer purchasing decisions.

**The Effect of Price, Product Variety, and Word of Mouth on Consumer Purchasing Decisions at Cahaya Wirama Store, Selat Branch, Karangasem.** Based on the F test (simultaneous), the calculated  $F (264.495) > F \text{ table } (2.66)$  with a significance value of  $0.000 < 0.05$ , so  $H_0$  is rejected and  $H_1$  is accepted. It means that the variables price ( $X_1$ ), product variety ( $X_2$ ), and word of mouth ( $X_3$ ) simultaneously have a significant positive effect on consumer purchasing decisions ( $Y$ ) at Cahaya Wirama Store, Selat Branch, Karangasem. It means that if the price offered is competitive, the products offered are more varied, and word of mouth is conveyed well, then consumer purchasing decisions at Cahaya Wirama Store, Selat Branch, Karangasem will increase, with an  $R^2$

value of 0.824. It means that consumer purchasing decisions at Cahaya Wirama Store, Selat Branch, Karangasem are influenced by price, product variety, and word of mouth by 82.4%. Meanwhile, the remaining 17.6% is influenced by other variables not examined in this study, such as promotion, location, and service quality. These results align with research conducted by Asti et al. (2022), Bintarti et al. (2022), and Putri & Dwiyanto (2023), which found that price, product variety, and word of mouth have a significant positive influence on consumer purchasing decisions.

## CONCLUSION

The conclusion of this study is that price, product variety, and word of mouth have a positive and significant effect on consumer purchasing decisions at Cahaya Wirama Store, Selat Branch, Karangasem. It means that if the price offered is competitive, the product is more varied, and word of mouth is conveyed well, it can increase consumer purchasing decisions at Cahaya Wirama Store, Selat Branch, Karangasem. Price has a positive and significant effect on consumer purchasing decisions at Cahaya Wirama Store, Selat Branch, Karangasem. It means that if the price offered is competitive, it will increase consumer purchasing decisions at Cahaya Wirama Store, Selat Branch, Karangasem. Product variety has a positive and significant effect on consumer purchasing decisions at Cahaya Wirama Store, Selat Branch, Karangasem. It means that if the product offered is more varied, it will increase consumer purchasing decisions at Cahaya Wirama Store, Selat Branch, Karangasem. Word of mouth has a positive and significant effect on consumer purchasing decisions at Cahaya Wirama Store, Selat Branch, Karangasem. It means that if word of mouth is conveyed well to consumers, the number of consumers' purchasing decisions at the Cahaya Wirama Store, Selat Branch, Karangasem will increase.

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