

THE EFFECT OF PRICE AND QUALITY ON PURCHASING DECISIONS ON UNIQLO PRODUCTS

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Abstrak

This research explores The Effect of Price and Quality on Purchasing Decisions on Uniqlo Products, aiming to understand how these two critical factors influence consumer choices in the fast fashion retail sector. The study specifically targets Uniqlo, a globally recognized Japanese fashion brand known for its simplicity, functionality, and affordability. The primary objective is to examine how consumers perceive price and quality in their decision-making process when purchasing Uniqlo products in the Indonesian market. A qualitative method was employed, using in-depth interviews with 20 respondents who are active Uniqlo customers. Data collection was conducted through semi-structured interviews to capture detailed insights into consumer experiences, preferences, and motivations. The respondents were selected through purposive sampling to ensure relevance and reliability of the findings. The results reveal that while price remains an important factor, perceived product quality—such as durability, comfort, and design—has a stronger influence on purchasing decisions. Most participants emphasized Uniqlo's consistent quality and value for money, which builds consumer trust and brand loyalty. In addition, promotional pricing and seasonal discounts enhance purchase intentions, especially among young adults. Practically, these findings suggest that Uniqlo should continue to emphasize product quality while strategically managing pricing and promotional campaigns. The uniqueness of this study lies in its qualitative approach, offering rich consumer perspectives rarely captured in previous studies that focused mostly on quantitative data.

Keywords: *price perception; product quality; consumer behavior; Uniqlo; purchasing decision*

1. Introduction

In today's competitive fashion retail industry, consumer purchasing decisions are shaped by various factors, with price and product quality being among the most significant. Uniqlo, a global fashion retailer from Japan, has gained wide popularity in Indonesia due to its affordable yet high-quality offerings. Consumers are continuously evaluating whether the prices they pay are justified by the quality they receive. This evaluation often determines whether they will continue to support a brand or seek alternatives. Understanding this dynamic is essential for companies to formulate successful marketing strategies.

This study aims to investigate how consumers' decisions to buy Uniqlo products in the Indonesian market are influenced by price and product quality. While many studies have analyzed consumer behavior quantitatively, this research adopts a qualitative approach to capture deeper, personal insights. It seeks

to reveal how individuals perceive value and how it affects their loyalty and satisfaction. Furthermore, this study focuses on young adults who are increasingly becoming key fashion consumers. The insights derived will offer practical implications for brand positioning [1].

The central issue lies in determining whether consumers are more driven by affordability or the quality of clothing in their decision-making process. Many brands emphasize low prices to attract budget-conscious consumers, but such strategies may undermine perceptions of quality. On the other hand, premium pricing can suggest high quality but may deter price-sensitive segments. This creates a strategic challenge for brands like Uniqlo that seek to balance both elements. Such dilemmas necessitate thorough exploration of consumer priorities [2].

Previous research shows contrasting views on whether price or quality exerts a stronger influence. For instance, some studies claim that price is the dominant factor in fast fashion due to its affordability

appeal, especially among students and young professionals. In contrast, others argue that consumers are becoming more quality-conscious, valuing durability and comfort over low costs. These opposing findings reveal the complexity of consumer psychology and the need for contextual research. Therefore, further investigation is required to understand this behavior in Indonesia's cultural and economic setting [3].

Several researchers found that in emerging markets, price sensitivity tends to outweigh quality concerns, especially during economic downturns. However, this trend is shifting as consumers seek more long-lasting and sustainable products. Uniqlo's brand philosophy, which blends quality with affordable pricing, positions it uniquely to serve these evolving expectations. Whether Indonesian consumers recognize and respond to this balance remains to be understood. Hence, analyzing the local context is crucial to validate or challenge existing theories [4].

This study addresses three main research questions: (1) How does price influence consumers' purchasing decisions on Uniqlo products? (2) To what extent does perceived product quality affect these decisions? (3) How do consumers weigh price versus quality when making a final purchase decision? These questions aim to dissect the factors that most significantly shape buying behavior. Answering them will provide deeper insights into strategic branding in the fashion sector [5].

The novelty of this study lies in its qualitative methodology, which enables a richer exploration of consumer experiences. While quantitative surveys can identify patterns, they often fail to capture emotional and psychological reasoning behind decisions. Through interviews with 20 Uniqlo customers, this study provides first hand narratives of their purchasing motivations. This approach offers an interpretative depth missing in purely statistical studies. Therefore, it contributes uniquely to the literature on retail consumer behavior [6].

Additionally, this research explores the perceived consistency of Uniqlo's product quality and how it influences trust. Many customers expect that every Uniqlo item— regardless of price—is manufactured with similar care and precision. If this expectation is not met, it can result in dissatisfaction or brand-switching behavior. Thus, maintaining quality standards is not only a selling point but a vital factor in customer retention. Exploring such consumer perceptions adds practical value to brand management studies [7].

Moreover, price promotions and seasonal discounts are a major attraction in the fashion industry. This study investigates how such promotional pricing strategies impact the perceived value and subsequent decision-making. Uniqlo

frequently runs campaigns offering limited-time offers, and understanding consumer reactions to these can help in refining marketing efforts. The study also examines if frequent discounts harm or enhance the perception of long-term brand value. These kinds of insights are crucial for striking a balance between immediate sales and long-term brand equity [8].

The findings are expected to offer practical implications for retail brand managers, especially those operating in Southeast Asia. Understanding what drives purchasing decisions can help in tailoring advertising, pricing, and production strategies. Retailers can also learn to identify consumer segments based on sensitivity to price or quality. This differentiation allows for more targeted and effective marketing. Ultimately, this can lead to stronger customer relationships and increased brand loyalty [9].

This research also outlines the "Step of the Arc" in analyzing purchasing property, which includes Awareness, Recognition, Consideration, Purchase, and Loyalty. It investigates how price and quality influence consumers at each of these decision-making stages. For instance, quality may be more critical in the loyalty phase, while price may dominate during initial consideration. Mapping this journey helps brands like Uniqlo to optimize touchpoints in the consumer experience. It also provides a structured framework for interpreting qualitative data [8].

In conclusion, understanding the dual impact of price and product quality is vital in today's fashion market. This research seeks to uncover how these two variables interact in shaping the consumer's path to purchase. By focusing on Uniqlo's real-life customers, the study adds context-specific understanding to global marketing theories. The research is grounded in qualitative depth, allowing for nuanced interpretations of consumer values and expectations. The results will be beneficial for both academic scholars and industry practitioners alike [10].



Fig. 1 Factors Influencing Purchasing Decisions for Uniqlo Products

The pie chart illustrates the various factors influencing purchasing decisions for Uniqlo products. Among the identified factors, product quality emerges as the most significant determinant, accounting for 40% of consumer considerations. Price follows as the second most influential factor, contributing 25% to purchasing decisions. Store experience and discounts/promotions each account for 10%, while 15% of respondents emphasize other factors not specifically categorized. This distribution highlights the critical importance of maintaining high product quality and competitive pricing in attracting and retaining Uniqlo's customer base, while also acknowledging the supporting role of promotional strategies and in-store experiences in shaping overall consumer behavior.

2. Literature Reviews

Understanding purchasing behavior requires a solid foundation in brand theory, particularly regarding how consumers perceive value. [3] emphasized that strong brand equity enhances consumers' perceived quality and reduces price sensitivity. Brands like Uniqlo benefit from consistent brand identity and messaging that reinforce their value proposition. The perception of brand value is a combination of functional benefits and emotional associations. Consumers tend to favor brands that deliver consistent performance over time. This aligns with how Uniqlo markets its product reliability and minimalist design [11].

Argue that pricing strategies must align with brand positioning and consumer expectations. In fashion retail, price communicates not only affordability but also quality and exclusivity. A well-positioned price can enhance perceived value when matched with consistent quality.

Uniqlo's strategy of "high quality at affordable prices" illustrates this alignment in the global fashion industry. Consumers do not merely compare prices—they evaluate what they are getting for what they pay. Therefore, price perception plays a critical role in influencing consumer decisions [2].

Perceived product quality is another cornerstone of brand theory that significantly affects consumer loyalty. According to [11], quality must be consistent and fulfill or exceed customer expectations to foster trust and repurchase behavior. Uniqlo achieves this through its "LifeWear" concept, which emphasizes comfort, innovation, and timeless design. Consumers are likely to associate such product values with long-term usability, making them more willing to pay regular prices. Quality, therefore, is not only a product feature but a core branding asset [12].

Price sensitivity varies by consumer segment, and it is heavily influenced by lifestyle and income level. As noted by [13], younger consumers tend to balance between affordability and aspirational quality. This explains the growing popularity of mid-range

brands like Uniqlo among millennials and Gen Z. These consumers are value-driven but still demand style and durability. Brands must understand this dual demand when setting prices and promoting their products. Failure to do so can lead to misalignment with market expectations [10].

In terms of brand perception, [11] highlight that brand trust is built over time through consistent delivery of value and messaging. Uniqlo has positioned itself not as a trend-based brand, but as a functional, practical choice. This strategy has created a loyal base of consumers who perceive the brand as reliable and honest. The long-term effect of such perception is stronger resistance to competitors' discounts. Trust, once established, becomes a psychological contract between the consumer and the brand. Therefore, perceived consistency in quality and price adds to the brand's strength [14].

Brand theory also suggests that customer-based brand equity is largely influenced by consumers' personal experiences with the brand. According to [2], experiential branding—how consumers feel when interacting with a brand—adds emotional weight to rational decisions like price comparisons. For Uniqlo, the shopping experience, store layout, and product accessibility all contribute to brand perception. Consumers tend to recall positive shopping experiences when evaluating price or quality later. This memory-based evaluation strengthens brand recall and loyalty. Thus, practical experience is just as important as advertising [15].

The relationship between price and perceived value is a focal point in many consumer behavior models. According to, consumers often use price as a heuristic to judge quality, especially in categories like clothing where trial is limited. If a product is priced too low, it may signal poor quality even if that's not the case. Conversely, a moderate price combined with strong branding can convey smart value. This is where Uniqlo strategically positions itself—neither as luxury nor as budget. This sweet spot attracts rational consumers who want both function and design [16].

[17] Illustrates further how cumulative impressions over time affect brand resonance, which is the strong psychological connection between a customer and a brand. These impressions stem from the brand's performance, imagery, judgments, and feelings. In Uniqlo's case, consumers often report positive brand judgments due to consistent product experience. Over time, this creates a sense of familiarity and loyalty, which reduces price comparison with other brands. Resonance enables a brand to become part of a consumer's lifestyle, not just a shopping choice. This theory supports why Uniqlo continues to thrive even without heavy promotional pricing [18].

Another key aspect is the role of brand differentiation in influencing purchasing decisions. According to [10], a brand must offer something unique that cannot be easily substituted. For Uniqlo,

innovation in fabric technology (e.g., Heattech, AIRism) sets it apart from competitors. This uniqueness adds intangible value to products, making consumers less sensitive to price variations. Differentiation justifies the value and enhances brand storytelling. Thus, perceived uniqueness can serve as a competitive advantage in saturated markets [19].

Finally, branding must evolve in response to market expectations without losing its core identity. As [20] argue, sustainable brand management involves balancing innovation with consistency. Uniqlo maintains its identity through minimalistic styles but adapts to consumer needs with functional features. This strategy supports a strong brand image while meeting market demands. It also ensures that both price and quality continue to meet consumer expectations. The balance between evolution and consistency sustains long-term customer engagement [7].

3. Research Method

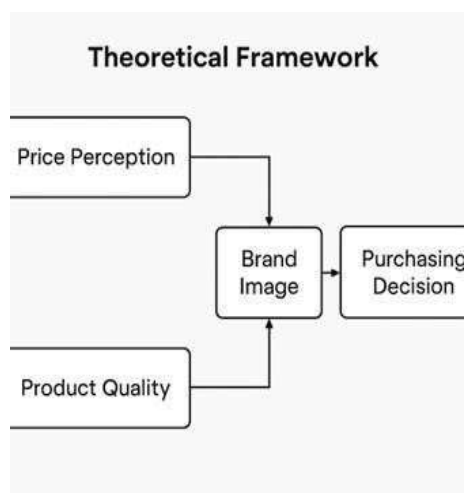


Fig. 2 Theoretical Framework

This research utilizes a qualitative approach to investigate the impact of cost and product quality on consumer choices regarding Uniqlo items. Qualitative methods are suitable for understanding consumer perceptions, emotions, and motivations in depth. Unlike quantitative approaches, this method provides rich, contextual insights that are difficult to capture using structured surveys. The purpose is not to generalize results statistically but to gain a deeper understanding of consumer behavior. This approach is aligned with the study's goal of exploring subjective experiences and decision-making processes.

The research involved 16 respondents, all of whom are active Uniqlo customers aged between 18 and 35 years. These participants were selected using purposive sampling to ensure that they had relevant experience in purchasing Uniqlo products. The participants came from various educational and professional backgrounds to ensure a broad

perspective. Each respondent had purchased at least two Uniqlo products in the past six months. Their responses offer valuable insights into how young consumers interpret price and quality in their shopping behavior.

Data collection was conducted using semi-structured interviews, allowing for both guided and spontaneous discussions. Interview questions focused on respondents' purchasing habits, perceptions of Uniqlo's pricing strategy, and their views on product quality. The data were recorded transcribed, and analyzed thematically to identify recurring patterns and core themes. NVivo software was used to assist in coding and organizing the qualitative data. This ensured systematic analysis while preserving the authenticity of participants' responses.

The decision to use interviews was based on the need to gather authentic and detailed consumer narratives. Interviews provide flexibility for respondents to elaborate on their thoughts and reflect on their behavior. This method allows the researcher to probe for clarification and deeper meaning, which is essential in brand perception studies. Furthermore, it captures the emotional and psychological aspects of decision-making that surveys often miss. Therefore, the interview technique aligns closely with the exploratory nature of this research.

The data were interpreted through thematic analysis, focusing on how participants connected price and product quality to their final purchasing decisions. Patterns such as trust in the brand, price tolerance, and quality expectations were critically analyzed. This helped in drawing meaningful conclusions regarding the influence of Uniqlo's pricing and quality strategy. By using interpretative techniques, the study contributes not only descriptive findings but also conceptual understanding. The themes derived became the basis for forming conclusions and practical recommendation.

Research Model: The Effect of Price and Quality on Purchasing Decisions

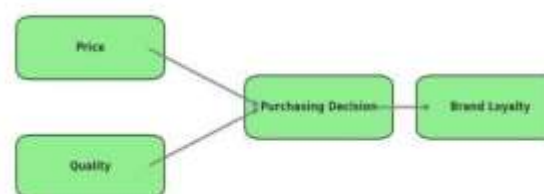


Fig. 3 Research Model: The Effect of Price and Quality on Purchasing Decisions

4. Results and Discussion

4.1 Results

Theme	Sub- Themes/ Patterns	Examples / Quotes
Price Perception	Affordable, competitive, promotional pricing	"Uniqlo's prices are affordable." / "I always look for discounts or promotions."
Product Quality	Consistent quality, good materials, durable construction	"The quality is consistent." / "I like the fabric and stitching."
Brand Loyalty	Trust in Uniqlo, frequent purchases, emotional attachment	"I'm loyal to Uniqlo." / "I often buy from Uniqlo because I trust the brand."
Purchase Motivation	Influenced by price, promotions, product appeal	"I buy when there are sales." / "The design and price attract me."
Product Uniqueness	Simple, practical design, everyday wear	"Their clothes are simple and practical." / "Uniqlo fits my daily lifestyle."
Perceived Value	Worth the price, good value for money	"The quality matches the price." / "It's a good deal for what you get."
Buying Experience	Mostly positive, rarely disappointed	"My experience with Uniqlo has always been good." / "I've never been disappointed."
Decision Factors	Price, quality, style preference, brand influence	"Price and quality are both important." / "Sometimes I buy based on my personal style."

4.2 Discussion

Price emerged as one of the most influential factors in consumers' decision-making when purchasing Uniqlo products. Many respondents emphasized that Uniqlo offers affordable and reasonable pricing. Statements such as "Uniqlo's prices are affordable" and "I always look for discounts or promotions" reflect how price-conscious customers are. This shows that Uniqlo's pricing strategy effectively aligns with consumers' expectations, especially among price-sensitive segments.

The quality of Uniqlo products is another strong theme that appeared throughout the interviews. Participants often mentioned that Uniqlo provides

consistent product quality, with durable materials and neat construction. Phrases like "The quality is consistent" and "I like the fabric and stitching" suggest that customers trust Uniqlo's commitment to quality, which strengthens their loyalty and satisfaction.

Several respondents revealed a high level of brand loyalty toward Uniqlo. Their loyalty stems not only from consistent product quality and affordable pricing but also from positive past experiences. Quotes such as "I'm loyal to Uniqlo" and "I often buy from Uniqlo because I trust the brand" demonstrate that Uniqlo has built a solid emotional connection with its customers, which encourages repeat purchases and brand advocacy.

Promotional campaigns and product aesthetics also serve as significant motivators for consumers. Many individuals stated that they are more likely to make a purchase when a sale or special offer is available. Additionally, design appeal plays a role in attracting buyers. Comments like "I buy when there are sales" and "The design and price attract me" suggest that promotional timing and product styling are important triggers in the buying process.

Uniqlo's product design, known for its simplicity and practicality, was well-received by participants. Consumers described Uniqlo's clothing as suitable for everyday use, with a clean and versatile style. Statements such as "Their clothes are simple and practical" and "Uniqlo fits my daily lifestyle" indicate that the brand appeals to those seeking functional yet stylish clothing options.

Another theme that surfaced was the perception of good value for money. Respondents frequently felt that Uniqlo products were worth their price, given the quality they received. This was reflected in comments such as "The quality matches the price" and "It's a good deal for what you get." Such perceptions enhance consumer confidence and reduce post-purchase dissonance, strengthening brand reputation.

Overall, most interviewees shared that they had positive shopping experiences with Uniqlo. They expressed satisfaction with both the products and the in-store or online purchasing process. Quotes like "My experience with Uniqlo has always been good" and "I've never been disappointed" reinforce the idea that customer satisfaction is consistently met, which is vital for maintaining customer retention.

Lastly, the data shows that purchasing decisions are shaped by multiple factors including price, quality, personal style preferences, and brand familiarity. Some consumers prioritize affordability, while others value quality or aesthetics more. Statements such as "Price and quality are both important" and "Sometimes I buy based on my personal style" reveal the complex, multi-dimensional nature of consumer behavior that Uniqlo successfully addresses through its diverse offerings.

5. Conclusion

The findings of this qualitative analysis show that price and quality are the two most dominant factors influencing consumer purchasing decisions for Uniqlo products. Most respondents consider Uniqlo to be affordable and fairly priced, especially with frequent discounts and promotions. This indicates that Uniqlo's pricing strategy aligns well with the expectations of price-conscious consumers. At the same time, the majority of participants believe that the brand delivers consistent product quality, which reinforces their trust and loyalty. Uniqlo's ability to combine affordability with quality gives it a strong competitive advantage. Many respondents also mentioned that they were rarely disappointed with their purchases, which further supports the perception of Uniqlo as a reliable brand.

Moreover, brand loyalty emerged as a significant theme. Several consumers expressed a sense of comfort and satisfaction with Uniqlo, making them return repeatedly for future purchases. The simplicity and practicality of Uniqlo's designs were particularly appreciated by those who prioritize everyday fashion over luxury. Their designs were seen as fitting well with daily routines and personal styles. Additionally, the data revealed that consumers often shop during sales, suggesting that promotions play a vital role in driving buying behavior. Nevertheless, even without discounts, many still chose Uniqlo for its perceived value. This demonstrates that Uniqlo has built not only a strong product image but also a lasting emotional connection with its consumers.

In conclusion, the decision to purchase Uniqlo products is shaped by a combination of rational and emotional factors. Consumers weigh price, quality, style, and brand familiarity when making their decisions. Uniqlo has successfully met these needs by offering simple, practical, and reliable clothing at a reasonable price. The brand's consistent performance in these areas has earned it a positive reputation among consumers. As long as Uniqlo continues to provide value through quality and affordability, customer satisfaction and loyalty are likely to remain high. This analysis reinforces the importance of understanding consumer priorities and maintaining product consistency in a competitive fashion market.

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