

The Influence of Brand Image, Customer Satisfaction and Advertising on Purchase Decisions of Lion Air Tickets (A Case Study on Medical Students at Universitas Prima Indonesia)

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In the increasingly competitive business of air transportation services, consumer purchase decisions have become a vital indicator influenced by various factors such as brand image, satisfaction, and advertising effectiveness. Studies on Lion Air indicate that despite having an extensive network and competitive pricing, consumer interest has remained relatively low and unstable in recent years. This is influenced by a less-than-positive brand image, suboptimal customer satisfaction levels due to various service complaints, and advertising that is perceived as less engaging and informative. These three factors collectively contribute to weakening purchase decisions, making it essential to conduct research to understand and enhance competitiveness and consumer trust, particularly among critical demographics such as students. The population of this study consists of students from the Faculty of Economics at Universitas Prima Indonesia who have used Lion Air at least twice. Since the exact population size is unknown, the Lemeshow formula was utilized to determine the sample size for an uncertain population. The sampling technique employed was accidental sampling, based on the availability and willingness of respondents. Calculations used a 95% confidence level ($Z = 1.96$), maximum estimation ($p = 0.5$), and a 10% margin of error ($d = 0.1$), resulting in a total sample of 96 respondents. The conclusion of this study demonstrates that brand image, customer satisfaction, and advertising individually influence the decision to repurchase Lion Air tickets. Furthermore, these three variables simultaneously have a significant effect on repurchase decisions.

Keywords: Brand Image, Customer Satisfaction, Advertising, Purchase Decision

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1. Introduction

In the modern business world, characterized by increasingly intense competition, companies are required to have a profound understanding of the factors that influence consumer purchase decisions (Eryc et al., 2026). A purchase decision represents the final stage in the consumer's evaluation process of a product or service (Aditya et al., 2024). This stage does not merely reflect a consumer's choice at a specific moment but also serves as an indicator of how consumers perceive the quality and value they receive. In the context of the service industry, particularly air transportation, purchase decisions have become increasingly complex as they involve both rational and emotional considerations (Wijaya et al., 2026). Over the last five years, various industry reports have shown that consumers are becoming more selective in choosing airlines (Ardiansyah, 2023).

They consider a wider range of aspects, including safety, comfort, corporate reputation, customer experience, and information obtained through advertisements or digital media (Fadhillah et al., 2021; Firmansyah, 2022). Lion Air was selected as the object of this study because it is one of the largest players in the Indonesian aviation industry. The airline holds a significant market share and offers numerous

domestic routes frequently used by the general public, including university students. However, despite possessing an extensive route network and competitive pricing, the trend in consumer purchase decisions for Lion Air's services has not shown stability over the past five years (Herlina et al., 2021; Hidayat & Putri, 2024).

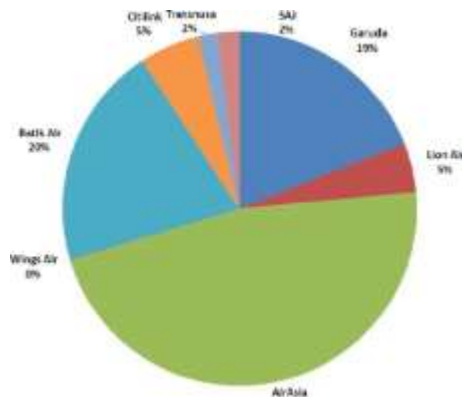


Figure 1 Number of Flight Service Users in 2025

Based on Figure 1, Lion Air only holds a usage percentage of 5%, indicating that public interest in this airline is relatively low compared to its competitors. This suggests a lack of consumer appeal or trust in the services offered by Lion Air during the 2025 period. Various industry reports and data show periods where passenger numbers declined due to increasing complaints regarding comfort, departure punctuality, and ground handling services at airports. This situation illustrates that consumer purchase decisions regarding Lion Air are highly susceptible to their perceptions and experiences. Consequently, this issue is vital to investigate, as unstable purchase decisions can affect business sustainability and overall brand trust (Tambunan, 2023). One of the factors influencing purchase decisions is brand image. However, Lion Air's current brand image has not been fully capable of fostering a positive perception among consumers. The data is presented as follows:



Figure 2 Lion Air Passenger Satisfaction

Factors such as suboptimal comfort, inconsistent cabin cleanliness, departure and arrival delays, and ineffective complaint handling lead to consumer dissatisfaction. This dissatisfaction makes consumers reluctant to make repeat purchases and creates the potential for them to share negative reviews with other prospective passengers. Such conditions indicate that low consumer satisfaction can become a serious obstacle to increasing purchase decisions.

Advertising factors are also not free from issues. Advertising, which should ideally build a positive perception and attract consumer interest, is instead deemed ineffective. Promotional messages that lack

innovation, feel monotonous, and fail to highlight competitive advantages result in consumers being uninterested in considering Lion Air as their primary choice. This ineffective advertising prevents information regarding Lion Air's services from being communicated well, leaving consumers without the additional push needed to make a purchase. In an increasingly competitive market, the weak appeal of advertisements becomes a factor that further diminishes purchase decisions (Kotler et al., 2021; Kotler et al., 2022).

Considering these three issues an underdeveloped brand image, inadequate consumer satisfaction, and ineffective advertising it is clear that all three can have a negative impact on consumer purchase decisions. These problems are increasingly vital to address, particularly because consumers like university students are known to be selective, critical, and sensitive toward service experiences and the information they receive. Therefore, research regarding the influence of these three factors on flight ticket purchase decisions is esseial to conduct.

2. Method

This research approach utilizes a quantitative method due to its systematic and well-structured flow. The type of research applied is quantitative with a causal or explanatory nature, aimed at analyzing the cause and effect relationship between different variables. In this study, changes in one independent variable will influence or cause changes in the dependent variable (Robin et al., 2024; Siregar et al., 2024).

The population in this study includes all students of the Faculty of Economics and the Faculty of Medicine at Universitas Prima Indonesia who have used Lion Air at least twice, with an exact total population that is unknown or undefined. Therefore, the sampling technique used is the Lemeshow formula, which allows for the calculation of sample sizes in conditions where the population is not precisely known. The sampling method applied is accidental sampling, where respondents are selected based on their availability and willingness to participate in the study (Sugiyono et al., 2021).

The sample size was determined using the Lemeshow formula with a maximum estimation of 50% and a 10% margin of error. Based on this formula, the sample size obtained for this research is 96 respondents.

3. Results And Discussion

Descriptive Statistics

Table 1 Descriptive Statistics

		Consumer Satisfaction		Repurchase Decision	
		Brand Image		Advertising	
N	Valid	96	96	96	96
	Missing	0	0	0	0
	Mean	25.60	25.40	26.85	26.56
	Median	26.00	25.00	27.00	26.00
	Mode	23	23 ^a	26 ^a	26 ^a
	Std. Deviation	4.352	4.718	4.834	5.117
	Variance	18.936	22.263	23.368	26.186

Based on Table 1, it can be observed that the amount of data used in this study consists of 96 respondents, with no missing data. The Brand Image variable has a mean value of 25.60, a median of 26.00, a mode of 23, a standard deviation of 4.352, and a variance of 18.936. The Consumer Satisfaction variable has a mean of 25.40, a median of 25.00, a mode of 23, a standard deviation of 4.718, and a variance of 22.263.

Furthermore, the Advertising variable has a mean of 26.85, a median of 27.00, a mode of 26, a standard deviation of 4.834, and a variance of 23.368. Meanwhile, the Repurchase Decision variable has a mean of 26.56, a median of 26.00, a mode of 26, a standard deviation of 5.117, and a variance of 26.186. This indicates that, in general, the average values for each variable are relatively close to one another, suggesting that the data in this study represents the respondents' conditions quite evenly.

Validity Test

Table 2. Validity Test

Variable	Item	r -value	r table (0,05)	Valid
Brand Image (X1)	Item 1	0,789	0,361	Valid
	Item 2	0,886	0,361	Valid
	Item 3	0,765	0,361	Valid
	Item 4	0,679	0,361	Valid
	Item 5	0,885	0,361	Valid
	Item 6	0,894	0,361	Valid
	Item 7	0,768	0,361	Valid
	Item 8	0,657	0,361	Valid
Consumer Satisfaction (X2)	Item 1	0,843	0,361	Valid
	Item 2	0,863	0,361	Valid
	Item 3	0,785	0,361	Valid
	Item 4	0,673	0,361	Valid
	Item 5	0,652	0,361	Valid
Advertising (X3)	Item 6	0,775	0,361	Valid
	Item 1	0,883	0,361	Valid
	Item 2	0,772	0,361	Valid
Repurchase Decision (Y)	Item 3	0,657	0,361	Valid
	Item 4	0,895	0,361	Valid
	Item 5	0,661	0,361	Valid
	Item 6	0,767	0,361	Valid
	Item 1	0,678	0,361	Valid
	Item 2	0,771	0,361	Valid
	Item 3	0,776	0,361	Valid
	Item 4	0,932	0,361	Valid
Item 5	0,659	0,361	Valid	
Item 6	0,775	0,361	Valid	
Item 7	0,664	0,361	Valid	
Item 8	0,656	0,361	Valid	

Based on the results of the validity testing for each research variable presented in the table above, it can be concluded that all statement items are declared valid. This is evidenced by the r-calculated value for each item being greater than the r-table value (0.361). Consequently, all questionnaire items have met the validity criteria and are deemed capable of accurately measuring the variables under study.

Reliability Test

Table 3 Reliability Test

Variabel	Cronbach's Alpha
Brand Image	0,798
Consumer Satisfaction	0,976

Variabel	Cronbach's Alpha
Advertising	0,887
Repurchase	0,886
Decision	

In research methodology, a research instrument is considered reliable if its Cronbach's Alpha value is greater than 0.60 (or 0.70 depending on the specific standard used). Since all variables in this study have Cronbach's Alpha values significantly exceeding 0.70, it can be concluded that all measurement instruments used for these variables are reliable. This indicates that the questionnaire is consistent and stable, meaning it would produce consistent results if used to measure the same objects at different times.

Classical Assumption Test

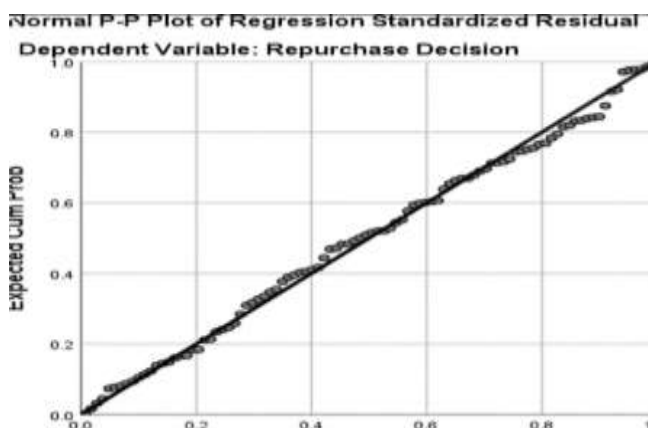


Figure 3. Normal P-P Plot of Regression Standardized Residual

Based on the image above, it can be seen that the data points are scattered around the diagonal line and follow the pattern of that line. Therefore, it can be concluded that the residuals of this regression model are normally distributed.

Multicollinearity Test

Table 4 Multicollinearity Test

Model	Unstandardized Coefficients	Std. Error	Standardized Coefficients Beta	T	Sig.	Collinearity Statistics		
						Toleranc E	VIF	
1	B (Constant)	.835	3.268		.255	.799		
	X1	.580	.111	.493	5.240	.000	.662	1.511
	X2	.243	.102	.224	2.381	.019	.665	1.503
	X3	.175	.081	.166	2.153	.034	.992	1.008

Based on the table above, it can be observed that each variable has a tolerance value > 0.1 and a VIF value < 10. Therefore, it can be concluded that no multicollinearity issues were found in this study.

Heteroscedasticity Test

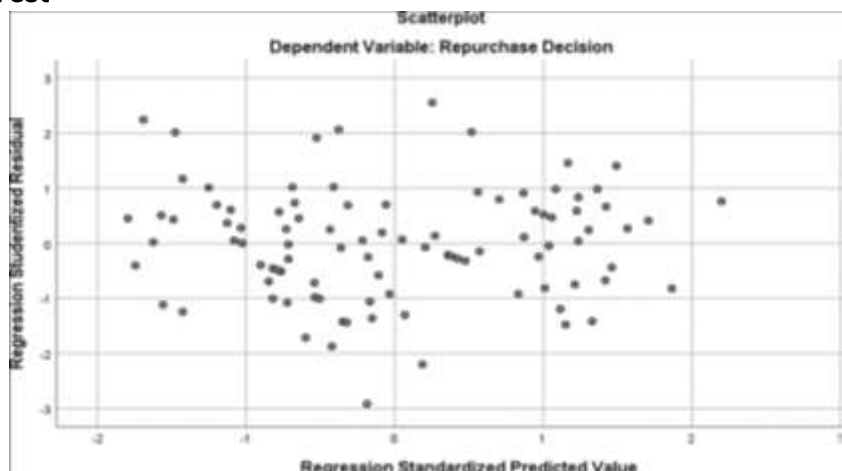


Figure 4. Scatterplot of Heteroscedasticity Test

Based on the presented scatterplot, it can be observed that the points are spread randomly and do not form a specific clear pattern, being distributed both above and below the zero mark on the Y-axis. This indicates that heteroscedasticity does not occur in the regression model; therefore, the regression model is suitable to predict Repurchase Decisions based on the input of its independent variables.

Multiple Linear Regression Test

Table 5. Multiple Linear Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Toleranc	VIF
1	(Constant)	.835	3.268		.255	.799		
	X1	.580	.111	.493	5.240	.000	.662	1.511
	X2	.243	.102	.224	2.381	.019	.665	1.503
	X3	.175	.081	.166	2.153	.034	.992	1.008

$$\text{Repurchase Decision} = 0.835 + 0.580 \text{ Brand Image} + 0.243 \text{ Consumer Satisfaction} + 0.175 \text{ Advertising} + e$$

Based on the regression equation above, the constant (a) is 0.835, which implies that if the independent variables—Brand Image (X₁), Consumer Satisfaction (X₂), and Advertising (X₃)—are all valued at zero, the Repurchase Decision (Y) would remain at 0.835. Furthermore, the coefficients indicate that a positive trend in the independent variables will lead to a corresponding increase in the dependent variable. Specifically, an improvement in Brand Image will increase the Repurchase Decision by 58%, while an increase in Consumer Satisfaction will result in a 24.3% rise. Finally, every enhancement in Advertising is projected to increase the Repurchase Decision by 17.5%.

Coefficient of Determination Test

Table 6. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.678 ^a	.460	.442	3.821

Based on the table above, the coefficient of determination, Adjusted R Square, is 0.442. This indicates that the variables Brand Image (X₁), Consumer Satisfaction (X₂), and Advertising (X₃) account for 44.2% of the variance in the Repurchase Decision (Y). Meanwhile, the remaining 55.8% is influenced by other independent variables that were not analyzed in this study.

F Test

Table 7. F Test

Model	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	1144.257	3	381.419	26.121	.000 ^b
	Residual	1343.368	92	14.602		
	Total	2487.625	95			

Based on the table above, the F-table value is 2.70 with a significance level of alpha = 5% (0.05), while the F-calculated is recorded at 26.121 with a significance value (Sig.) of 0.000. These findings indicate that the study accepts H_a and rejects H₀. The comparison between the F-calculated and F-table proves that, simultaneously, Brand Image, Consumer Satisfaction, and Advertising have a significant influence on Repurchase Decisions.

t-test

Table 8. t-test

Model	Unstandardized Coefficients	Std. Error	Standardized Coefficients Beta	T	Sig.	Collinearity Statistics		
						Toleranc E	VIF	
1	(Constant)	.835	3.268		.255	.799		
	X1	.580	.111	.493	5.240	.000	.662	1.511
	X2	.243	.102	.224	2.381	.019	.665	1.503
	X3	.175	.081	.166	2.153	.034	.992	1.008

Based on the table above, it can be observed that:

1. For the Brand Image (X₁) variable, the t-calculated value of 5.240 is greater than the t-table value (1.987), with a significance level of 0.000, which is lower than 0.05. This indicates that Brand Image has a positive and significant partial influence on Repurchase Decisions.
2. For the Consumer Satisfaction (X₂) variable, the recorded t-calculated value is 2.381, which is also greater than the t-table (1.987), with a significance level of 0.019, which is less than 0.05. Therefore, it can be concluded that Consumer Satisfaction has a significant partial influence on Repurchase Decisions.
3. For the Advertising (X₃) variable, the t-calculated value of 2.153 shows that it is greater than the t-table (1.987), with a significance level of 0.034, which is smaller than 0.05. This indicates a significant partial influence between Advertising and Repurchase Decisions.

Discussion

The Influence of Brand Image on Repurchase Decisions

The results of this study indicate that Brand Image has a significant influence on Repurchase Decisions. This is evidenced by the t-calculated value being greater than the t-table value, along with a significance level lower than 0.05. Therefore, it can be concluded that Brand Image has a partial influence on repurchase decisions. These findings are consistent with the research conducted by (Haryani et al., 2023)(Martin & Nasib, 2021)(Daulay, 2021). Which states that a strong brand image can enhance consumer trust, thereby encouraging consumers to make repeat purchases of a product (N. Sari et al., 2023). Furthermore, research by (Priyatno et al., 2022) also demonstrates that a positive brand image can improve consumer perceptions of product quality and value, strengthening the consumer's decision to continue using the same product or service (Nasib et al., 2022).

Theoretically, Brand Image is the perception formed in the consumer's mind regarding a brand through experiences, information, and promotions received. If a company can build a good and consistent brand image, consumers will feel more confident in the product and tend to make repeat purchases. Therefore, the better the brand image of a product or service, the higher the likelihood that consumers will return to make a purchase in the future (Amelia et al., 2025)(Amelia, 2024)(Tambunan et al., 2024).

The Influence of Consumer Satisfaction on Repurchase Decisions

The research results indicate that Consumer Satisfaction has a significant influence on Repurchase Decisions. This is evident from the t-calculated value, which is greater than the t-table, and a significance value of less than 0.05; thus, it can be concluded that consumer satisfaction has a partial influence on repurchase decisions. These findings align with research conducted by (Putra & Salsabila, 2024), which states that a high level of consumer satisfaction will increase consumer loyalty and encourage them to make repeat purchases of the same product.

Other research by (Dewi et al., 2025)(W. Sari et al., 2025)(Siregar et al., 2025), also shows that consumers who are satisfied with product quality, service, and usage experience have a greater tendency to make a repurchase. Conceptually, consumer satisfaction arises when a consumer's expectations of a product or service are met or even exceeded (Julsari et al., 2025). When consumers feel satisfied, they have a positive experience that can enhance trust and loyalty toward the product or service used (Priani, 2025). Therefore, companies need to maintain product and service quality so that consumers remain satisfied and willing to make repurchases in the future (Tirtayasa et al., 2025).

The Influence of Advertising on Repurchase Decisions

The results of the study indicate that Advertising has a significant influence on Repurchase Decisions. This is demonstrated by the t-calculated value being greater than the t-table and a significance value of less than 0.05; therefore, it can be concluded that advertising has a partial influence on repurchase decisions. These findings are consistent with the research by (Rahman & Sari, 2023; Riyanto et al., 2020), which states that effective advertising can increase consumer awareness of a product and strengthen brand recall, thereby influencing repeat purchase decisions.

Research by (Rizan & Ananda, 2023) also shows that attractive and informative advertising strategies are capable of building positive consumer perceptions toward a product, encouraging consumers to repurchase it. In general, advertising is a form of marketing communication aimed at providing information, persuading, and reminding consumers about a product or service (Napitupulu, 2025). If a company can deliver advertising messages in an engaging and consistent manner, consumers will more easily remember the product and have a tendency to make a repurchase (Amelia & Tambunan, 2024). Thus, effective advertising

can serve as a vital strategy in retaining consumers and increasing repurchase decisions (Shandra et al., 2025).

The Influence of Brand Image, Consumer Satisfaction, and Advertising on Repurchase Decisions

The results of the study indicate that Brand Image, Consumer Satisfaction, and Advertising simultaneously have a significant influence on Repurchase Decisions. This is evidenced by the F-calculated value being greater than the F-table, with a significance level of less than 0.05. Furthermore, the coefficient of determination shows that these three variables collectively account for a portion of the influence on repurchase decisions, while the remainder is influenced by other factors outside the scope of this study. These findings align with the research by (Tambunan et al., 2026), which states that the combination of a positive brand image, high consumer satisfaction levels, and effective advertising strategies can jointly increase consumer decisions to make repeat purchases. Research by (Tambunan et al., 2020) also explains that repurchase decisions are not influenced by a single factor alone, but rather by various interrelated marketing factors.

In practical terms, a strong brand image enhances consumer trust, consumer satisfaction creates positive experiences, and advertising strengthens the communication between the company and its consumers. These three factors complement each other in influencing consumer behavior, thereby encouraging consumers to return and purchase the same products or services in the future.

4. Conclusion

The results of this study conclude that Brand Image, Consumer Satisfaction, and Advertising each have a positive and significant partial influence on Repurchase Decisions. A strong brand image builds consumer trust, while high satisfaction ensures a positive user experience, and effective advertising maintains brand awareness; all of which encourage consumers to return to the same product. Furthermore, these three variables act simultaneously to significantly affect Repurchase Decisions, accounting for 44.2% of the variance in consumer behavior, while the remaining 55.8% is determined by factors external to this model.

The statistical reliability of these findings is supported by the absence of heteroscedasticity in the regression model, as confirmed by the random distribution of data points in the scatterplot. Ultimately, these findings suggest that integrating a strong brand identity with superior service quality and consistent marketing communication is essential for driving long-term consumer loyalty.

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