

# Repurchase Intention at Miniso: The Impact of Price and Appearance Perception with Brand Experience Mediation

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## ABSTRACT

A key issue for businesses today is maintaining and enhancing consumers' intentions to repurchase. As a result, repurchase intention has become a critical topic of study. This research examines the impact of price perception and appearance perception on repurchase intention, with brand experience acting as a mediating variable, using Miniso in Padang City as the research context. Data were collected using a convenience sampling technique through an online questionnaire distributed via Google Forms, yielding 180 valid responses. The data analysis was performed with Smart PLS version 4.0. The results indicate that perceptions of price, product appearance, and brand experience each have a significant influence on consumers' repurchase intentions. Furthermore, brand experience plays a mediating role in the relationships between both price and appearance perception and repurchase intention. The findings of this study support consumer behavior theory, highlighting that consumers' evaluations of price and product appearance affect their repurchase decisions, which are further strengthened by their brand experience.

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## INTRODUCTION

In an increasingly competitive business environment, recent societal developments have given rise to numerous new companies in the modern retail industry. These companies are not only focused on selling product functions, but also on approaching consumers emotionally through design, broad product categories, competitive prices, and a comfortable shopping experience. According to data from Trading Economics, retail sales in Indonesia increased by 1.8% in December 2024 compared to the same month in 2023. Additionally, in January 2025, there was a 0.5% year-on-year growth, indicating an increase in consumer purchasing power and interest. (Economics, n.d.). Miniso is one of the Top 3 best brands according to the Top Brand Award in the retail category. In 2023, Miniso experienced a decline in its index compared to previous years. However, in 2024, there was a significant increase in the index, rising from 3.40% to 16.40%. This indicates a rapid improvement in Miniso's competitiveness in the market, which may be driven by increased consumer interest, more effective strategies, and store expansion efforts. This rise in competitiveness and urgency prompted the researcher to investigate the influence of price perception and product appearance on consumers' repurchase intention, mediated by brand experience in the context of the Miniso brand.

A crucial factor for companies striving for sustainable growth is fostering customer loyalty through encouraging repeat purchases and strengthening the desire to buy again. Hellier et al. (2003) Describe repurchase intention as the probability that a customer will continue to buy goods or services from the same provider, influenced by prior experiences and present or anticipated circumstances. Similarly, Ilyas et al. (2020) Characterize it as a consumer's readiness to make repeat purchases based on the perceived value and quality from earlier interactions. This research investigates the influence of price perception and appearance perception on Miniso customers' intentions to repurchase, with brand experience acting as a mediating factor.

The primary foundation of this study is the previous research conducted by Yasri et al. (2020), which examined the repurchase intention of Generation Y toward snack products from Small and Medium Enterprises (SMEs), using price and product appearance as influencing variables, and consumer experience and preference as mediating variables. A prior study found that appropriate pricing and an attractive product appearance enhanced the customer experience and encouraged repurchase intentions. However, the study also noted that price perception did not significantly affect consumer preference, and therefore, it was excluded from the current research. This forms a new finding that examines the relationship between price and product appearance on repurchase intention, which is strengthened by the mediating role of consumer experience in modern retail stores, such as Miniso. In addition, what distinguishes this study from previous research is its focus on the price perception variable, where the researcher examines explicitly price evaluations among Millennials and Generation Z, who represent Miniso's target market. This focus is particularly relevant, as supported by the theories presented in studies by Yasri et al. (2020) and Thangavel et al. (2022), which indicates that Millennials and Generation Z tend to compare prices and actively seek the best deals.

Price perception refers to how consumers evaluate whether a product's price aligns with their financial capacity to purchase it. (Wariki et al., 2015). It is considered one of the key factors influencing consumers' decisions to repurchase. Price perception can be described as the degree to which consumers feel that the price they pay corresponds to the value they receive when interacting with a product. Studies by Pratiwi et al. (2020); Mahendrayanti & Wardana (2021); and Fitri & Mardikaningsih et al. (2023) Indicate that consumers with a favorable view of pricing are more likely to intend to repurchase. Their findings show that price perception has a positive and significant impact on repurchase intention.

***H1: Price perception has a significant effect on the repurchase intention of Miniso consumers.***

Another factor influencing repurchase intention is how consumers perceive the product's appearance. Perception of appearance is a consumer's assessment of how a product or brand communicates with them through its design and visual aesthetics, which contributes to its emotional appeal. This is an important aspect that can influence their repurchase decisions and intentions. Ebrahim et al. (2016) State that appearance perception is an assessment by consumers regarding aesthetics, symbolism, and expressiveness, which are not directly related to product functions. This means that, in addition to being concerned with its practical function, a product or brand must also give an emotional and psychological impression to consumers through appearance. Rahardja (2024) Emphasizes that the visual appeal of a product is essential in forming consumers' first impressions. The current research revealed that how consumers perceive a product's appearance significantly and positively influences their repurchase intention. Similarly, Yasri et al. (2020) Found that product appearance holds a vital and beneficial role in influencing consumers' decisions to repurchase the product.

***H2: The perception of appearance has a significant effect on the purchase intention of Miniso consumers.***

The consumer experience is a crucial factor that influences repurchase intentions. The brand experience, which encompasses how consumers feel, respond, and interact with the brand as a whole

through elements that they can see and feel, is expected to support meaningful interaction between the brand and its consumers. Schmitt et al (2015) state that brands today do not only function as identities, but also as providers of experiences for consumers. As the concept of brand experience evolves, in addition to being differentiated from competitors through visual elements, brands are now expected to create experiences that support meaningful interactions with customers. Yasri et al. (2020) noted that a positive brand experience can increase the likelihood of consumers making repeat purchases of the same product. Based on these insights, the following hypotheses are formulated:

***H3: Brand experience has a significant effect on the repurchase intention of Miniso consumers.***

This research additionally investigates how price perception influences the overall experience consumers have with a brand. Previous research, including Hilmy & Ernawadi (2024), has shown that Encouraging price perceptions positively and significantly impact brand experience, suggesting that when consumers view a brand's pricing positively, it enhances their overall experience with the brand. Similarly, Yasri et al. (2020) Confirmed that positive pricing perceptions contribute meaningfully to improved brand experience. Based on these insights, the following hypotheses are formulated:

***H4: Price perception has a significant effect on the brand experience of Miniso consumers.***

Additionally, this study examines how perceptions of appearance affect brand experience. Previous studies investigating this relationship have indicated that consumers' evaluations of elements like colour schemes, patterns, logo designs, and overall product aesthetics play a substantial role in shaping their brand experience. These findings support the idea that visual appeal positively contributes to brand experience. (Hilmy & Ernawadi, 2024). Based on these insights, the following hypotheses are formulated:

***H5: The perception of appearance has a significant impact on the brand experience of Miniso customers.***

This study places brand experience as a mediating variable to gain a clearer understanding of how perceptions of price and appearance influence consumers' repurchase intentions. Yasri et al. (2020) Demonstrated a strong positive link between price perception and brand experience, showing that brand experience significantly encourages repeat purchasing behavior. Moreover, product appearance was found to affect repurchase intention positively, and this effect was further amplified when brand experience served as an intermediary factor. Based on these insights, the following hypotheses are formulated:

***H6: Price perception significantly influences Miniso consumers' repurchase intention through the indirect effect of brand experience.***

***H7: Appearance perception significantly influences Miniso consumers' repurchase intention through the indirect effect of brand experience.***

## **RESEARCH METHOD**

This study employs a quantitative research method, distributing questionnaires via Google Forms. A total of 180 respondents from Padang City were chosen using a convenience non-probability sampling method, focusing on individuals who were easily accessible. The collected data included demographic information such as age and gender. The sample targeted individuals aged 18 to 35 who live in Padang and have previously made purchases from Miniso. Participants responded using a Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), as suggested by Sugiyono (2019). The collected data were subsequently processed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with the help of SmartPLS version 4.0 software.

**Table 1. Measurement Variables, Indicators, and Sources**

Variable	Indicator	Source
Price Perception (X1)	<ul style="list-style-type: none"> <li>▪ Consumers perceive the price offered as reasonable.</li> <li>▪ The value provided is equivalent to the amount of money paid by consumers.</li> <li>▪ The price is based on the product quality.</li> </ul>	(Wariki et al., 2015) (Ebrahim et al., 2016)
Appearance Perception (X2)	<ul style="list-style-type: none"> <li>▪ The brand has strong visual appeal.</li> <li>▪ The brand's visual appearance is perceived as attractive by consumers.</li> <li>▪ The brand's products feature designs that are appealing to consumers.</li> </ul>	(Ebrahim et al., 2016)
Repurchase Intention (Y)	<ul style="list-style-type: none"> <li>▪ Consumers tend to repurchase the same product.</li> <li>▪ There is a likelihood that consumers will buy products from the same brand in the future.</li> </ul>	(Ilyas et al., 2020) (Yasri et al., 2020)
Brand Experience (Z)	<ul style="list-style-type: none"> <li>▪ Sensory Experience <ul style="list-style-type: none"> <li>• The brand leaves a strong impression on the consumer's senses.</li> <li>• The brand has sensory appeal.</li> </ul> </li> <li>▪ Affective Experience <ul style="list-style-type: none"> <li>• The brand evokes positive feelings and emotions.</li> <li>• The brand creates an emotional impression for consumers.</li> </ul> </li> <li>▪ Intellectual Experience <ul style="list-style-type: none"> <li>• Consumers engage in physical actions while using the brand.</li> <li>• The brand provides an experience that involves physical interaction.</li> </ul> </li> <li>▪ Behavioral Experience <ul style="list-style-type: none"> <li>• Interaction with the brand encourages consumers to think more deeply.</li> <li>• The brand stimulates curiosity and a desire to solve problems.</li> </ul> </li> </ul>	(Brakus et al., 2009)

After the data were collected based on the indicators mentioned above, the researcher conducted validity and reliability tests to ensure that each questionnaire item accurately and consistently measured the intended variables. Once the data were deemed suitable, a descriptive analysis was conducted to describe the characteristics of the respondents and their perceptions of each variable. This analysis included calculations of the mean, percentage, and the Total Respondent Achievement (TCR). The next step was the outer model analysis, which aimed to assess the validity and reliability of the constructs. Validity testing was conducted using outer loading values, average variance extracted (AVE), and discriminant validity, while reliability was assessed through composite reliability and Cronbach's Alpha. Once the measurement model met the required standards, the inner model analysis was performed to examine the relationships between latent variables. This evaluation utilized the R-squared value to assess the explanatory power of independent variables on dependent variables. The final stage involved hypothesis testing, which was conducted using the bootstrapping method in SmartPLS. A hypothesis was considered significant if it met the statistical criteria of a t-statistic value greater than 1.96 and a p-value less than 0.05. This stage aimed to test both direct and indirect effects between variables within the research model.

## RESULTS AND DISCUSSION

### *Result*

This study employs a quantitative approach and utilizes the Partial Least Squares (PLS) technique to analyze the data and test the proposed hypotheses. The study examines how consumers' perceptions of price and product appearance influence their intention to repurchase, with brand experience serving as a mediating factor. A total of 180 responses were analyzed through SmartPLS version 4.0 to assess the proposed hypotheses.

**Table 2. Participant Characteristics**

Characteristics		Frequency	Percentage
Gender	Male	66	36.7%
	Female	114	63.3%
	Amount	180	100%
Age	15-20	9	5.00%
	21-25	84	46.67%
	26-30	86	47.78%
	31-35	1	0.56%
	Amount	180	100%

*Source: Primary Data 2025*

In this study, the researcher used a sample consisting of Millennials and Gen Z. The respondents fall within the age range of 15 to 35 years. As shown in Table 1, the majority of individuals who filled out the questionnaire belong to this age group. We are in the 26-30 age range, totaling 86 people, which represents a percentage of 47.78%. This is not significantly different from respondents in the 21–25 age range, who total 84 individuals or 46.67%.

As stated by Hair et al. (2019) Validity requirements are met when the outer loading value is greater than 0.7 and the Average Variance Extracted (AVE) surpasses 0.5.

**Table 3. Outer Loading Value**

Variable	Indicator	Outer Loading (>0,7)	Ket
Price Perception (X1)	X1.1	0.889	Valid
	X1.2	0.880	Valid
	X1.3	0.790	Valid
Appearance Perception (X2)	X2.1	0.745	Valid
	X2.2	0.856	Valid
	X2.3	0.847	Valid
Brand Experience (Z)	Z1	0.884	Valid
	Z2	0.788	Valid
	Z3	0.835	Valid
	Z4	0.829	Valid
	Z5	0.722	Valid
	Z6	0.768	Valid
	Z7	0.824	Valid
	Z8	0.742	Valid
Repurchase Intention (Y)	Y1	0.900	Valid
	Y2	0.912	Valid

*Source: Output SmartPLS 4.0, 2025*

**Table 4. Average Variance Extract (AVE)**

Variable	Price Perception (X1)	Appearance Perception (X2)	Brand Experience (Z)	Repurchase Intention (Y)
AVE (>0,5)	0.729	0.669	0.641	0.821
Info	Valid	Valid	Valid	Valid

*Source: Output SmartPLS 4.0, 2025*

As presented in Tables 3 and 4, all outer loading values are greater than 0.7, and the Average Variance Extracted (AVE) values are above the threshold of 0.5. These findings demonstrate that all indicators satisfy the validity criteria. Therefore, based on both AVE and outer loading assessments, the indicators are considered valid.

The constructs' reliability was assessed by analyzing the composite reliability scores along with Cronbach's alpha values. The analysis results for each latent variable were generated using the SmartPLS software.

**Table 5. Cronbach Alpha**

Variable	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Info
Price Perception	0.813	0.820	0.890	Reliable
Appearance Perception	0.751	0.757	0.858	Reliable
Brand Experience	0.919	0.922	0.934	Reliable
Repurchase Intention	0.782	0.784	0.902	Reliable

*Source: Output SmartPLS 4.0, 2025*

Table 5 demonstrates that all variables exhibit strong reliability and are effective in measuring their respective constructs. A variable is considered to have adequate reliability if its Cronbach's alpha exceeds 0.6 and its composite reliability is above 0.7. These findings confirm that the variables are reliable and appropriate for evaluating their intended constructs.

R Square represents a value ranging from 0 to 1, indicating how well the independent variables account for the variation in the dependent variable. A value nearer to 1 signifies a higher level of explanatory strength within the regression model.

**Table 6. R Square Value**

	R Square	R Square Adjusted
Brand Experience	<b>0.814</b>	<b>0.812</b>
Repurchase Intention	<b>0.741</b>	<b>0.737</b>

*Source: Output SmartPLS 4.0, 2025*

Referring to the data in Table 6, the R Square value for the brand experience variable is 0.813, indicating that 81.3% of the variation in brand experience is accounted for by price perception and appearance perception. The remaining 18.7% is influenced by other factors not included in the model. Similarly, the R-squared value for repurchase intention is 0.718, suggesting that 71.8% of the variation in repurchase intention is explained by price perception, appearance perception, and brand experience. In comparison, the remaining 28.2% is attributed to variables not examined in this research.

## Hypothesis Testing

The analysis of direct and indirect relationships was conducted using the bootstrapping method within the SmartPLS software. A hypothesis is regarded as accepted and statistically meaningful when the T-value is above 1.96 and the P-value is under 0.05. The findings from the hypothesis testing are detailed below.

**Table 7. Direct Effect and Indirect Effect**

	Original Sample (O)	t-statistic	P Values	Info
<b>Direct Effect</b>				
Price Perception → Repurchase Intention	0.221	2.731	0.006	Accepted
Appearance Perception → Repurchase Intention	0.159	2.089	0.037	Accepted
Brand Experience → Repurchase Intention	0.528	5.114	0.000	Accepted
Price Perception → Brand Experience	0.490	9.912	0.000	Accepted
Appearance Perception → Brand Experience	0.478	9.652	0.000	Accepted
<b>Indirect Effect</b>				
Price Perception → Brand Experience → Repurchase Intention	0.258	4.507	0.000	Accepted
Appearance Perce → Brand Experience → Repurchase Intention	0.252	4.594	0.000	Accepted

*Source: Output SmartPLS 4.0, 2025*

Based on table 7, the results of testing hypotheses 1 to 7, show that the t-statistic for all hypotheses is greater than 1.96 (t-table), Specifically, the t-statistics are as follows: value of hypothesis 1 is 2.731, hypothesis 2 is 2.089, hypothesis 3 is 5.114, hypothesis 4 is 9.912, hypothesis 5 is 9.625, hypothesis 6 is 4.507, and hypothesis 7 is 4.594. Therefore, all hypotheses in this study can be accepted.

## Discussions

The analysis results indicate that consumers' perception of price significantly influences their intention to repurchase. This is supported by a t-statistic of 2.089, which surpasses the 1.96 threshold, along with a p-value of 0.037 (less than 0.05), and an original sample coefficient of 0.221. These statistical indicators confirm the first hypothesis, indicating that consumers' perception of price significantly contributes to their likelihood of making repeat purchases. This finding aligns with studies conducted by Pratiwi et al. (2020), Mahendrayanti & Wardana (2021), and Fitri & Mardikaningsih et al. (2023) All of whom reported a positive correlation between price perception and repurchase intention. Similarly, consumers' perception of a product's appearance was found to impact their repurchase decisions significantly. The analysis revealed a t-value of 2.089, a p-value of 0.037, and an original sample coefficient of 0.159, confirming the second hypothesis. These results suggest that the visual appeal of a product can be a compelling factor in motivating repeat purchases. This supports previous studies by Yasri et al. (2020) and Rahardja (2024), who also reported a positive association between appearance perception and repurchase intention.

Brand experience was found to have a significant impact on repurchase intention. The analysis produced a t-value of 5.114, a p-value of 0.000, and a coefficient of 0.528, which supports the acceptance of the third hypothesis. These findings highlight that positive experiences with a brand can greatly encourage customers to make repeat purchases. This is consistent with research by Şahin et al. (2013) and Yasri et al. (2020) Both emphasized the significant role of brand experience in fostering repurchase intentions.

The data also shows that price perception significantly enhances brand experience, supported by a t-statistic of 9.912, a p-value of 0.000, and an original sample estimate of 0.490. These findings support the second hypothesis, indicating that positive price perceptions contribute positively to the overall experience consumers have with a brand. This is consistent with findings by Yasri et al. (2020) and Hilmy & Ernawadi (2024), who reported similar patterns. In addition, appearance perception significantly influences brand experience, as reflected by a t-statistic of 9.625 (above 1.96), a p-value of 0.000, and an original sample score of 0.478. These results support the fifth hypothesis and underscore the significance of visual appeal—encompassing design, color, and aesthetics—in shaping consumers' brand experiences. These findings are aligned with studies by Ebrahim et al. (2016) and Hilmy & Ernawadi (2024), which also recognized a strong connection between product appearance and brand experience.

Price perception has a notable effect on repurchase intention when mediated by brand experience. This is demonstrated by a t-value of 4.507, a p-value of 0.000, and an original sample value of 0.258, thereby supporting the sixth hypothesis. These results underscore the substantial impact of brand experience on shaping the relationship between price perception and repurchase intention. This aligns with the findings of Yasri et al. (2020), who noted that brand experience reinforces the impact of price perception on consumers' repurchasing intention. Additionally, appearance perception has a significant influence on repurchase intention when brand experience serves as a mediating variable. This is supported by a t-value of 4.594 (exceeding 1.96), a p-value of 0.000, and an original sample value of 0.252, confirming the seventh hypothesis. This indicates that the influence of product appearance on repurchase intention becomes more substantial when filtered through a positive brand experience. These findings are in agreement with Yasri et al. (2020), who found that positive brand experiences enhance the effect of appearance perception on consumers' intention to buy again.

## CONCLUSION

Price perception, appearance perception, and brand experience all have a direct and significant influence on consumers' intention to repurchase Miniso products. Customers' future buying behavior is

influenced by the extent to which they feel the price reflects the product's quality, their assessment of the product's visual and design appeal, and the overall experiences they associate with the brand.

Furthermore, both price perception and appearance perception have a direct influence on brand experience. This suggests that when customers view the price as fair and justified, it enhances their overall experience with the brand. In turn, a positive brand experience can lead consumers to be more accepting of higher prices. Likewise, appealing aesthetics and well-designed products help create a more engaging and memorable brand experience.

Brand experience plays a crucial mediating role in linking price perception and appearance perception to repurchase intention within the Miniso brand. This suggests that when consumers find a product to be reasonably priced and aesthetically pleasing, it leads to a positive brand experience, which in turn strengthens their likelihood of repurchasing the product.

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