

The Influence of Service Timeliness and Product Quality on Purchase Intention: The Mediating Role of Consumer Trust in Sweet City Tofu MSME, Gunung Putri District

Dara Juwita and Agus Sudigdo

Master's Degree Management Study Program Master Universitas IPWIJA

Email: Msdarajuwita@gmail.com agus.sudigdo@gmail.com

Article Info

On-Time
Availability of
Service; Product
Quality; Consumer
Trust; Purchase
Intention; MSMEs.

Abstract

This study aims to examine the effect of on-time availability of service and product quality on consumers' purchase intention, with consumer trust as an intervening variable, at the Tahu Kota Manis MSME in Gunung Putri District. Purchase intention is influenced by many factors, including the timely availability of products, consistent product quality, and the level of consumer trust in the product. The sample of this study consisted of 97 MSME consumers, determined using the Lemeshow formula. Data collection was carried out through questionnaires distributed both offline and online. The data were analyzed using the Structural Equation Modeling (SEM) method with the Partial Least Squares (PLS-SEM) approach. The results show that both on-time availability of service and product quality have a positive and significant effect on consumer trust. On-time availability of service also has a direct and significant effect on purchase intention. However, product quality does not have a direct significant effect on purchase intention. Consumer trust has a significant effect on purchase intention and significantly mediates the effect of both service availability and product quality on purchase intention. Therefore, consumer trust becomes a key variable that strengthens the relationship between service and quality in influencing consumer purchase intention. This study recommends that MSME actors focus more on maintaining service reliability and product quality consistency to enhance consumer trust and purchase intention.

1. Introduction

One effort in economic development is to encourage the development of the micro sector. Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in the national economy, serving as a form of community participation in various economic sectors. MSMEs have proven to be a pillar during crises, creating jobs and providing added value. Success in MSME development not only strengthens the community's business base but also accelerates national economic recovery. Furthermore, MSMEs make a significant contribution to local governments in supporting the implementation of government autonomy. The advancement of MSMEs is a significant step towards a nation's prosperity. MSME growth can create more job opportunities and optimize the utilization of natural and human

resources, ultimately driving national economic growth (Anita & Syahrizal, 2023).

Gunung Putri District is a district that develops MSMEs in the food sector, namely tofu, one of which is named MSME Kota Manis. In the tofu production business, there are many parties involved, including factory owners and workers who play a major role in supporting the business's operations. This business contributes significantly in helping various groups to meet the daily needs of the community. In the current digital era, MSMEs tofu must face various challenges in competing with large industrial products, especially in the food sector. Therefore, MSMEs must innovate to further develop, especially in implementing marketing strategies to generate consumer buying interest and increase sales. According to (Kotler & Keller, 2018), Purchase interest is the willingness

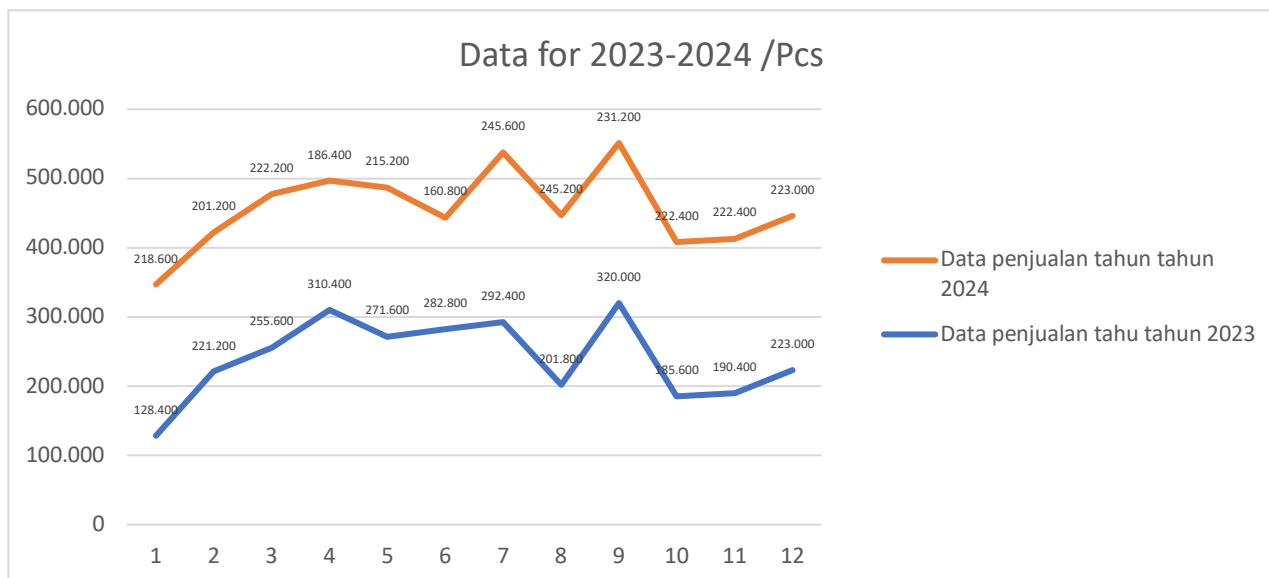
or desire of consumers to buy a product or service. Purchase interest in tofu products is the consumer's desire to buy a product with availability at a specified time.

Micro, small and medium enterprises (MSMEs) in the food sector have an important role in meeting the needs of the community and are one of the business potentials that are widely developed by actors. Tofu MSMEs are one of the MSMEs in the food sector that are favored by various consumer groups, this processed soybean product is known as a source of vegetable protein that has a high nutritional content and an affordable price (Pasaribu, Larasati, Siahaan, & Manik, 2023).

However, tofu is not like other food products that are strong if stored for a long

time, from the production process to the end of the tofu strength is only two to three days the rest will be stale and unfit for consumption, consumers when making purchases only at certain times in the early morning and morning therefore availability at the specified time is highly prioritized, consumers will reduce their interest in buying if at that time it is not available. If tofu is not available at the specified time consumers cancel their interest in buying. In the tofu MSMEs of sweet city where there was a decline in sales this occurred because of the unavailability of tofu when consumers visited the market to buy. The following is a graph of tofu sales of sweet city MSMEs which experienced a decline from 2023-2024.

Figure 1. 1 . Tofu Sales Data for 2023-2024



Source: Data processed by the author, 2025

Based on Figure 1.1, the sales data of Sweet City Tofu MSME from 2023 to 2024 shows a decline. In 2023, total sales from January to December reached 2,883,200 units, whereas in 2024, sales dropped to 2,594,200 units. This decline indicates a potential problem related to

purchase intention for Sweet City Tofu products.

The decline in purchase intention has been explored in previous studies. According to Tiefani and Saputra (2020), **trust** and **service quality** are key factors that influence purchase intention. Similarly, Piri, Mananeke, and Ogi

(2021) found that **product quality** significantly affects consumer purchase intention. Among these variables, **service quality** appears to be a critical factor in influencing consumer behavior in MSMEs. When service quality includes timely delivery and availability of products, it can effectively foster purchase interest among consumers.

According to Kasmir (2017), service quality refers to the actions or behaviors of individuals or organizations aimed at achieving customer satisfaction. One specific form of service quality is **timely availability service**, which ensures that products are available precisely when consumers need them. This aspect is essential, particularly for MSMEs,

because when products are unavailable at the time of purchase, consumers may lose interest and turn to substitute products.

The role of **timely availability service** in influencing purchase intention represents a novel contribution of this study. Previous studies have yielded inconsistent findings regarding the effect of service quality on purchase intention. As shown in Table 1.1, research by Syamnarila, Efendi, and Abdullah (2022) found that service quality has a **positive and significant effect** on purchase intention. In contrast, a study by Daffa Pratama and Andriana (2023) reported that service quality does **not** significantly affect purchase intention.

Table 1.1. Research Gap

Source	Research Findings
Syamnarila, Efendi, & Abdullah (2022)	Service quality has a positive and significant effect on purchase intention
Daffa Pratama & Andriana (2023)	Service quality does not significantly affect purchase intention
Source: Processed by the author, 2025	

These conflicting results indicate a gap in the literature. This study aims to fill the gap by introducing **timely availability service** as a distinct component of service quality, hypothesizing that it directly impacts consumer purchase intention. If consumers find that tofu products are readily available when they intend to purchase, they are more likely to develop a stronger purchase intention. This is supported by Caniago and Rustanto (2022), who affirmed the significant role of service quality in shaping consumer purchase behavior.

In addition to service timeliness, this study also examines **product quality** as a factor influencing purchase intention. According to Tjiptono (2019), product quality refers to a product's ability to perform its intended functions, including durability, reliability, accuracy, ease of use, and other attributes. For tofu products, quality is often assessed by characteristics such as texture, taste, color, aroma, nutritional value, cleanliness, and shelf

life. Products that meet or exceed consumer expectations are more likely to generate strong purchase intention. Tsaniya and Telagawathi (2022) also found that product quality has a significant effect on purchase intention.

Moreover, this study incorporates **consumer trust** as a **mediating variable**. Consumer trust is crucial in the decision-making process, as trust in a product increases the likelihood of purchase. Firdayanti (2012) defines consumer trust as the consumer's perception of the seller's reliability and ability to meet their expectations. Previous research by Wati, Welsa, and Maharani (2024) demonstrated that trust significantly mediates the relationship between influencing factors and purchase intention. Similarly, Zuhdi, Yasya, and Dwinarko (2023) emphasized that trust strengthens consumer intention to purchase. Based on the empirical data and research gaps described above, this study is motivated to further investigate these relationships.

Therefore, the title of this research is: "The Influence of Service Timeliness and Product Quality on Purchase Intention: The Mediating Role of Consumer Trust in Sweet City Tofu MSME, Gunung Putri District"

2. Literature Review

2.1 Theoretical Framework

2.1.1 Grand Theory: Management Theory

Management is broadly defined as the process of organizing activities undertaken by individuals or groups to achieve specific goals by utilizing existing resources effectively and efficiently. The fundamental functions of management include planning, organizing, directing, and controlling. These functions are vital in various domains—ranging from organizational and corporate settings to everyday life—as they enable goal achievement through resource coordination and optimization.

According to Rohman (2017), management refers to the process of achieving organizational objectives through the coordination and integration of various resources such as human capital, materials, finances, land, and labor. This process involves a professional division of responsibilities and optimization of available assets to fulfill both specific and general organizational goals. Similarly, Rizal, Yusuf, Attahmid, and Khaliq (2024) define management as a structured process encompassing planning, organizing, directing, and controlling organizational resources to accomplish intended goals.

In line with these definitions, Ibrahim et al. (2023) emphasize that management involves guiding others to perform actions that achieve predetermined objectives. Managerial roles are instrumental in mobilizing human resources and optimizing supporting inputs to meet agreed-upon goals.

Summary: Based on the above perspectives, management is essentially a systematic process of coordinating activities and resources to achieve desired outcomes effectively and efficiently. This includes

essential functions such as planning, organizing, directing, and controlling.

2.2 Principles of Management

Adherence to management principles is critical for managerial success. These principles guide managers in executing their responsibilities efficiently, help prevent errors, and foster self-confidence in decision-making. Malayu (as cited in Ibrahim et al., 2023) defines a principle as a fundamental truth that serves as a guide for thought and action, derived from both research and practical experience.

According to Malayu (2002), the core principles of management include:

- **Division of Work:** Due to limitations in human capability (time, skills, knowledge), work must be divided to increase efficiency and goal attainment.
- **Authority and Responsibility:** There must be a clear balance between authority and responsibility between superiors and subordinates.
- **Discipline:** Adherence to organizational rules and commands from superiors is essential.
- **Unity of Command:** Each employee should receive instructions from only one supervisor to prevent confusion.
- **Unity of Direction:** Each team or unit should follow a single plan and objective to ensure aligned movement and collective action.
- **Subordination of Individual Interest:** Organizational goals should take precedence over personal interests.
- **Fair Remuneration:** Compensation must be fair and proportionate to ensure satisfaction for both employees and employers.
- **Centralization of Authority:** Decision-making can be centralized or decentralized depending on the organizational context, but must remain effective overall.

2.3 Management Functions

Management plays a strategic role in ensuring organizational effectiveness. According to Terry (as cited in Ibrahim et al.,

2023), management enhances human effort by improving the utilization of equipment, land, facilities, and relationships within the organization. Different scholars have categorized management functions with slight variations:

- **Fayol (1949):** Planning, organizing, coordinating, commanding, and controlling.
- **Mondy & Premeaux (1995):** Planning, organizing, influencing, and controlling.
- **Siagian (2004):** Planning, organizing, coordinating, and controlling.

The core functions are explained below:

a. Planning

Planning is a prerequisite for effective management. It involves determining goals and identifying the best ways to achieve them while minimizing risks and maximizing resource utilization. According to Mondy and Premeaux (1995), planning involves identifying what should be achieved and how to achieve it.

Key elements in planning include:

1. **Data Collection**
2. **Fact Analysis**
3. **Development of Action Plans**

Effective planning also requires evaluating multiple alternatives and selecting the most feasible and economical one based on careful consideration of organizational realities.

b. Organizing

Organizing involves dividing work, assigning authority, and coordinating tasks to achieve objectives while reducing internal conflict. Winadi (1990, as cited in Ibrahim et al., 2023) explains that organizing divides work into manageable tasks and coordinates efforts to achieve goals.

Core components of organizing include:

1. Defined group of individuals
2. Division of labor or specialization
3. Coordination of activities
4. Common objectives

Effective organizing enables managers to define roles, establish communication channels, and direct resources toward goal achievement.

c. Coordination

Coordination ensures that organizational efforts are harmonized to achieve set goals efficiently. According to Stoner (1991, 1996, as cited in Ibrahim et al., 2023), coordination involves linking all organizational units and managing interdependence among them:

- **Pooled Interdependence:** Units work independently but contribute to overall performance.
- **Sequential Interdependence:** Tasks must follow a specific order.
- **Reciprocal Interdependence:** Units depend on each other in a two-way relationship.

Coordination helps to:

1. Prevent conflict
2. Eliminate unnecessary competition
3. Avoid resource waste
4. Align activities in time and space

Effective communication is essential for successful coordination.

d. Controlling (Supervision)

Controlling involves monitoring and evaluating organizational activities to ensure they align with the established plan. Robins (1984, as cited in Ibrahim et al., 2023) defines control as the process of monitoring performance and correcting deviations to ensure goal achievement.

Types of control include:

- **Direct Control:** Hands-on supervision of tasks and personnel
- **Indirect Control:** Monitoring through reports, systems, and performance metrics

Control processes cover input management (resources), process oversight (scheduling and implementation), and output evaluation (quality and achievement of outcomes).

2.4 Middle Theory (Marketing Management)

Marketing management is a fundamental activity that must be carried out by both goods and services companies to ensure business continuity. It connects companies directly with consumers to fulfill their needs and wants, aiming to create customer satisfaction and, ultimately, profitable transactions.

According to Laksana (2019), marketing involves the interaction between buyers and sellers to conduct transactions for goods or services. Thus, the term "market" is no longer restricted to a physical location but refers to the activity or interaction in which products are offered to consumers. Tjiptono and Diana (2020) define marketing as the process of creating, distributing, promoting, and pricing goods, services, and ideas to facilitate satisfying exchanges with customers and to establish and maintain positive stakeholder relationships in a dynamic environment. Sunyoto (2019) adds that marketing is a human activity aimed at satisfying customer needs and wants through an exchange process.

The primary function of marketing is to provide product information, influence consumer buying interest, and create economic value. It is essential for meeting customer needs and achieving company objectives through the marketing mix, which includes product, price, place, and promotion strategies. Marketing enables consumers to gain product knowledge, from availability to benefits, which fosters purchase interest. This study is driven by a curiosity about how marketing management can increase consumer buying interest.

The scope of marketing includes:

1. **Organization:** Responsible for building a positive image, responding to consumer demands, conducting research, designing products, promoting, and distributing them effectively.
2. **Market:** Refers to the target segment for a product. For instance, the market for electric cars targets consumers with high purchasing power.

3. **Product:** Involves product development stages such as planning, market targeting, production, and distribution.
4. **Pricing:** Pricing decisions require market research to align prices with target demographics.
5. **Promotion:** Involves strategies to market and sell products, such as advertising via brochures or social media to increase awareness and sales.

Marketing is thus vital to a company's survival, facilitating transactions that generate profit. Effective marketing ensures product design aligns with consumer expectations, leading to increased purchase interest and customer satisfaction.

2.5 Applied Theory

The applied theory in this study concerns purchasing interest and its influencing factors: timely service availability, product quality, and consumer trust.

a. Purchase Interest

Tjiptono (2015) defines purchase interest as a person's willingness to buy desired products or services. In the context of food products like tofu, timely product availability is crucial since consumers typically shop at specific times and balance other responsibilities like work. Consumers also prefer high-quality food products for health reasons. Thus, tofu vendors must provide timely and high-quality products to maintain trust and enhance buying interest.

According to Rohman, Aripin, and Leliana (2024), service quality affects purchase interest, emphasizing the importance of timely availability. Aprileny, UN, and Emarawati (2023) found product quality significantly affects purchase interest, highlighting consumers' preference for quality products.

c. Factors Influencing Purchase Interest

Based on Tiefani & Saputra (2020) and Aprileny, UN, & Emarawati (2023), the following factors influence purchase interest:

1. **Brand Image:** A positive perception of a brand enhances trust, preference, and market differentiation.
2. **Trust:** Built through product reliability, transparency, and consistent experiences.
3. **Service Quality:** Friendly, responsive service creates a positive experience and builds loyalty.
4. **Product Quality:** High reliability, durability, and design influence consumers positively.
5. **Price:** Must reflect product value; high prices can reduce interest, while competitive pricing attracts consumers.

Indicators of Purchase Interest (Arintowati & Maretha, 2022):

1. **Transactional Interest:** Willingness to complete a purchase.
2. **Referential Interest:** Willingness to recommend products to others.
3. **Preferential Interest:** Preference for one product over others.
4. **Exploratory Interest:** Curiosity to try new products.

These indicators are used in this research.

d. Timely Availability Service

Kasmir (2017) defines service as actions aimed at customer satisfaction. Timely availability ensures that products are available when consumers need them, preventing them from switching to competitors. This service aspect is critical in food product contexts like tofu. According to Syamnarila, Efendi, & Abdullah (2022), and Gunardy & Padmawidjaja (2024), service positively and significantly influences purchase interest.

e. Factors Influencing Timely Service Availability (Rolando, 2018):

1. **Maintain and Pay Attention:** Effective systems and attentive employees.
2. **Spontaneity:** Proactive employee behavior.
3. **Problem Solving:** Skilled personnel resolve issues efficiently.

4. **Repair:** Rapid response to unexpected problems.

Indicators of Timely Service Availability (Wulandari & Marlana, 2020):

1. **Reliability:** Consistent availability.
2. **Tangibles:** Attractive product displays and packaging.
3. **Responsiveness:** Prompt service and issue resolution.
4. **Empathy:** Understanding customer needs.

f. Product Quality

Gunawan & Pertiwi (2022) describe product quality as the ability to meet consumer expectations, including tofu's shape, texture, color, aroma, and shelf life.

Product quality significantly influences purchase interest (Ramadhina & Mugiono, 2022; Anum & Badau, 2023).

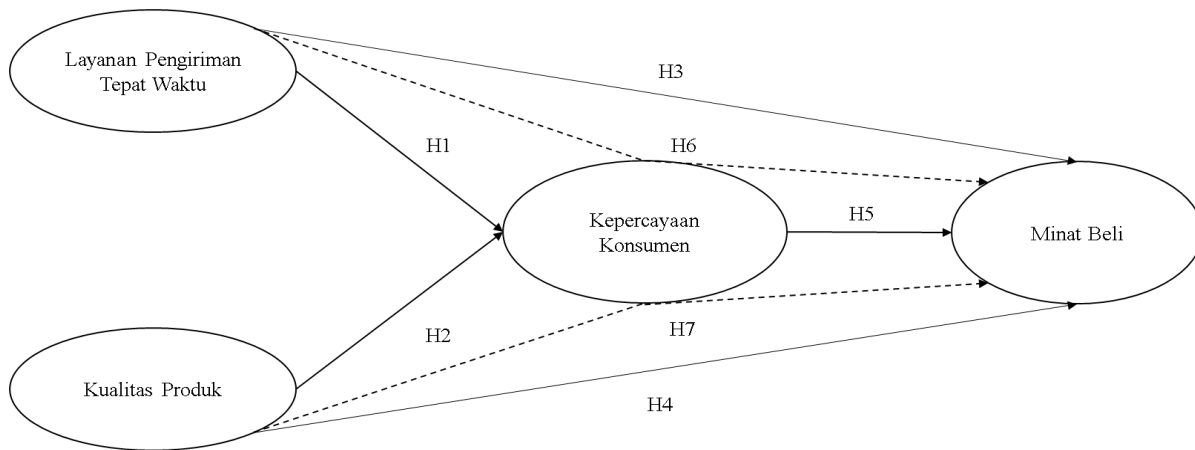
Mowen & Minor (2012) define consumer trust as the consumer's knowledge and conclusions about product attributes. Trust develops from consistent quality, meeting consumer expectations, and accurate product information. Cantika, Wachjuni, & Manalu (2023) and Oktaviani, Putri, & Handayani (2022) confirm that trust significantly influences purchase interest.

2.6 Framework

This study proposes the following variable relationships:

1. On-time service availability → Consumer Trust
2. Product Quality → Consumer Trust
3. On-time service availability → Purchase Interest
4. Product Quality → Purchase Interest
5. Consumer Trust → Purchase Interest
6. On-time service availability → Consumer Trust → Purchase Interest
7. Product Quality → Consumer Trust → Purchase Interest

Figure 2.1 illustrates the conceptual framework.



Source: Data processed by the author, 2025

2.7 Hypotheses

H1: On-time delivery service has a significant effect on consumer trust.

H2: Product quality has a significant effect on consumer trust.

H3: On-time delivery service has a significant effect on purchase interest.

H4: Product quality has a significant effect on purchase interest.

H5: Consumer trust has a significant effect on purchase interest.

H6: Consumer trust mediates the effect of on-time delivery service on purchase interest.

H7: Consumer trust mediates the effect of product quality on purchase interest.

3. Research Hypotheses

According to Saunders et al. (2020:144), a hypothesis is a statement whose truth is still in doubt, derived logically from existing theories, laws, or prior propositions. Transformational leadership plays a crucial role in enhancing employee performance and job satisfaction. Studies by Tracey & Hinkin (2021) and Rothfelder et al. (2022) confirm that transformational leadership positively influences job satisfaction by inspiring employees.

1. **H1:** Transformational leadership has a significant effect on job satisfaction. Intrinsic motivation, defined as the internal value derived from enjoying a task, also

influences job satisfaction. Chuang (2021) supports the positive relationship between intrinsic motivation and job satisfaction.

2. **H2:** Intrinsic motivation has a significant effect on job satisfaction.

Fauzi et al. (2020:785) state that leadership behavior affects cooperation and efficiency, while Baskarada et al. (2020:507) highlight transformational leadership as a key determinant of employee performance. Ardias et al. (2019) and Tondok & Andarika (2020) also confirm its significant impact.

3. **H3:** Transformational leadership has a significant effect on employee performance. Camilleri (2021) notes that intrinsic motivation stems from psychological needs such as relatedness, competence, and autonomy, and it has a significant effect on performance.

4. **H4:** Intrinsic motivation has a significant effect on employee performance.

Siagian (2021:140) and Fitri (2018:29) assert that job satisfaction influences performance, as satisfied employees are more likely to excel. This is supported by Tsai et al. (2019), Maharani et al. (2020), Rahayu et al. (2020), and Elgelal & Noermijati (2020).

5. **H5:** Job satisfaction has a significant effect on employee performance.

Job satisfaction mediates the effect of transformational leadership on

performance. Studies by Paracha et al. (2020), Risambessy et al. (2020), and Fian Ardiat et al. (2020) support this mediating role.

6. **H6:** Transformational leadership indirectly affects employee performance through job satisfaction.

Similarly, intrinsic motivation influences performance both directly and indirectly through job satisfaction. Funmilola, Sola, and Olusola (2020) confirm that job satisfaction

components significantly impact performance.

7. **H7:** Intrinsic motivation indirectly affects employee performance through job satisfaction.

3. Research Methodology

3.1 Research Location and Period

This research was conducted at MSMEs in Manis City, Gunung Putri District, Bogor Regency. The study was carried out over a period of eight months, as shown in Table 3.1.

Table 3.1. Research Plan

Kegiatan	November 2024	Desember 2024	Januari 2025	Februari 2025	Maret 2025	April 2025	Mei 2025	Juni 2025
Penelitian Pendahuluan								
Penyusunan Proposal								
Pengumpulan Data								
Analisis Data Penelitian								
Penyusunan Tesis								

Source: Processed Data, 2025

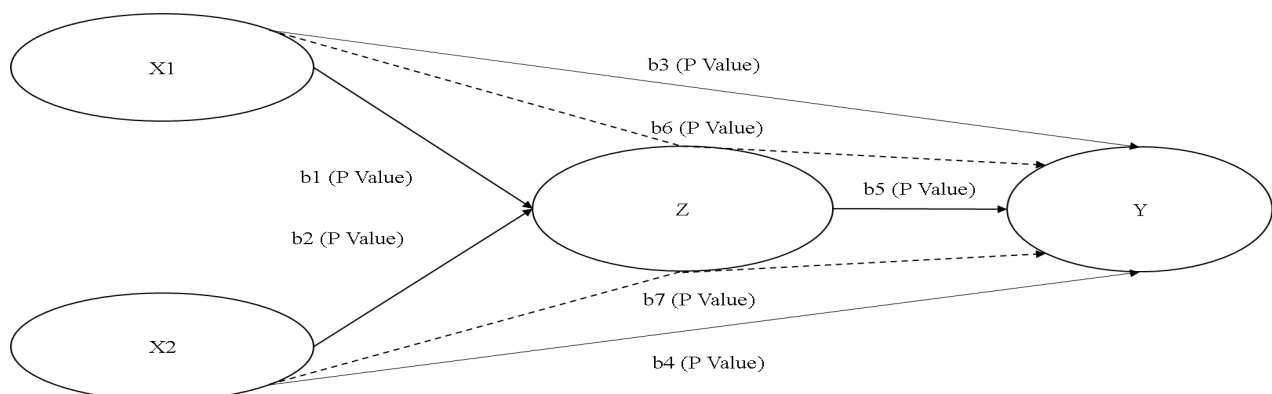
2.2 Research Design

This research adopts an explanatory causal design aimed at testing the influence of independent variables on the dependent variable (Sugiyono, 2019). The focus is to assess how the timely availability of services and product quality influence purchase interest,

with consumer trust as a mediating variable in the Sweet City Tofu MSME, Gunung Putri District. There are four variables in this study:

- Independent variables: Timely availability of service (X1) and product quality (X2)
- Mediating variable: Consumer trust (Z)
- Dependent variable: Purchase interest (Y)

Figure 3.1. Research Framework



Source: Processed Data, 2025

2.3 Operationalization of Variables

The study uses a Likert scale to measure all variables. Detailed operationalization is as follows:

Table 3.2. Operationalization of Variables

Variables	Definition	Indicators	Scale
Purchase Interest	Willingness or desire to buy products or services (Tjiptono, 2015)	Transactional, Referential, Preferential, Exploratory Interest	Likert 1-5
Timely Availability of Service	Service providing products when needed to avoid losing customers (Kasmir, 2017)	Reliability, Tangibles, Responsiveness, Empathy	Likert 1-5
Product Quality	Physical and sensory characteristics that meet consumer expectations (Gunawan & Pertiwi, 2022)	Appearance, Aroma, Resilience, Flavor	Likert 1-5
Consumer Trust	Customer perception of seller's reliability in fulfilling expectations (Firdayanti, 2012)	Consistent Understanding Information Reliability, Quality, Needs, Accuracy	Likert 1-5

Source: Processed Data, 2025

2.4 Population, Sample, and Sampling Technique

The population includes residents of Gunung Putri District, totaling 294,195 people. The sample includes individuals aged 20-50 who frequently purchase tofu. Since the exact number of tofu buyers is unknown, the Lemeshow formula is used:

$$n = (Z^2 * P * (1-P)) / d^2$$

Where:

- Z = 1.96 (95% confidence level)
- P = 0.5 (maximum variability)
- d = 0.1 (margin of error)

Calculation:

$$n = (1.96^2 * 0.5 * 0.5) / 0.01 = 96.04 \approx 97$$

Respondents

Data collection was conducted both online (via WhatsApp and Google Forms) and offline (printed questionnaires).

2.5 Instrumentation of Research Variables

The instrument used was a structured questionnaire designed to assess all variables

using a Likert scale from 1 (strongly disagree) to 5 (strongly agree). Indicators were adapted from validated sources for each variable.

Table 3.3. Response Scale

Response	Weight
Strongly Agree	5
Agree	4
Neutral	3
Disagree	2
Strongly Disagree	1

Source: Processed Data, 2025

2.6 Hypothesis Testing and Data Analysis Techniques

Data analysis involves several stages as described below:

2.6.1 Descriptive Analysis Descriptive statistics summarize data characteristics for each variable (Sugiyono, 2019).

2.6.2 Structural Equation Modeling (SEM) SEM is used to examine causal relationships among variables. The method used is Partial Least Squares (PLS), suitable for small samples and non-normal data (Abdullah, 2015). SmartPLS software is used.

2.6.3 Measurement Model Evaluation (Outer Model)

- **Convergent Validity:** Indicators must have a loading factor > 0.5. AVE should be > 0.5 (Ghozali & Latan, 2015).
- **Discriminant Validity:** Assessed via cross-loading and Fornell-Larcker criteria. Cross-loading values should be > 0.7.
- **Composite Reliability:** Assesses internal consistency. CR > 0.7 indicates good reliability.

2.6.4 Confirmatory Factor Analysis (CFA)

This study uses a one-order CFA where items load onto a single latent construct. Significance is based on t-statistics > 1.96 (Ghozali & Latan, 2015).

2.6.5 Structural Model Evaluation (Inner Model)

- **R-Square (R^2):** Indicates model predictive power. Values of 0.75, 0.50, and 0.25 indicate strong, moderate, and weak models, respectively.
- **Q^2 Predictive Relevance:** $Q^2 > 0$ indicates that the model has predictive relevance.
- **Goodness of Fit (GoF):** $GoF = \sqrt{(\text{Average Communality} \times R^2)}$. Thresholds: 0.10 (small), 0.25 (medium), 0.36 (large).

2.6.6 Hypothesis Testing (Bootstrapping)

Bootstrapping with 5,000 samples is performed. Significance levels: $t > 1.96$ ($p < 0.05$), $t > 2.58$ ($p < 0.01$).

2.6.7 Mediation Testing (Baron & Kenny Approach)

- Step 1: $X \rightarrow Y$ must be significant

- Step 2: $X \rightarrow Z$ must be significant
- Step 3: $Z \rightarrow Y$ and $X + Z \rightarrow Y$. If Z is significant and X is no longer significant, full mediation is confirmed. If both remain significant, partial mediation is present.

4. Results and Discussion

4.1 Results

a. Statistical Description

Statistical description is a method used to summarize and interpret data using numerical or graphical representations. In the context of survey research, analyzing respondents' answers to questionnaires is a crucial step in identifying patterns or trends. This analysis enables researchers to capture the distribution of responses and draw insights using statistical measures such as mean, median, and standard deviation (Loewen, Isbell, & Sporn, 2019; Ullah & Ameen, 2021).

b. Timely Availability of Service

The **Timely Availability of Service** variable is measured using four indicators:

- **Reliability (LKTW1):** evaluates the consistency and punctuality of service in meeting consumer needs.
- **Tangibles (LKTW2):** assesses the physical appearance of service elements, including tools and facilities.
- **Responsiveness (LKTW3):** measures the speed and efficiency of responses to customer inquiries.
- **Empathy (LKTW4):** reflects the extent of personal care and attention given to consumers.

Table 4.5. Description of Timely Availability of Service Variable

No	Item	N	Min	Max	Median	Mean	Std. Dev
1	LKTW1	97	2	10	8	7.515	2.111
2	LKTW2	97	1	10	8	7.412	2.104
3	LKTW3	97	1	10	8	7.598	2.241
4	LKTW4	97	1	10	8	7.691	2.198
	Average					7.554	2.164

Source: SmartPLS Output, 2025

The average mean value of 7.554 indicates that respondents generally had a favorable

perception of service timeliness. The highest score was recorded in **Empathy (LKTW4)**,

suggesting customers valued personalized service. Conversely, **Tangibles (LKTW2)** received the lowest mean, highlighting a potential area for improvement in physical service infrastructure.

c. Product Quality

The **Product Quality** variable is measured using four indicators:

- **Physical Appearance (KP1)**: assesses the attractiveness and visual quality of the product.
- **Aroma (KP2)**: measures the product's smell, which influences consumer preferences.
- **Durability (KP3)**: evaluates the product's longevity without loss in quality.
- **Taste (KP4)**: represents consumers' satisfaction with product flavor.

Table 4.6. Description of Product Quality Variable

No	Item	N	Min	Max	Median	Mean	Std. Dev
1	KP1	97	2	10	8	7.474	2.496
2	KP2	97	2	10	9	7.990	2.180
3	KP3	97	2	10	8	7.969	2.093
4	KP4	97	1	10	9	8.340	2.242
	Average					7.722	2.277

Source: SmartPLS Output, 2025

Overall, the results show a positive perception of product quality, with **Taste (KP4)** receiving the highest score, signifying strong consumer satisfaction in this area. **Physical Appearance (KP1)** had the lowest average, indicating room for enhancement in visual presentation.

d. Consumer Trust

The **Consumer Trust** variable comprises the following indicators:

- **Consistency in Quality (KK1)**: consumers' belief in consistent product standards.
- **Understanding of Consumer Needs (KK2)**: measures whether producers are perceived to understand and address customer preferences.
- **Information Accuracy (KK3)**: assesses the alignment between product information and its actual quality.
- **Product Reliability (KK4)**: evaluates the extent to which products consistently fulfill their intended function.

Table 4.7. Description of Consumer Trust Variable

No	Item	N	Min	Max	Median	Mean	Std. Dev
1	KK1	97	1	10	8	7.897	2.098
2	KK2	97	2	10	8	7.691	2.063
3	KK3	97	1	10	8	7.907	1.953
4	KK4	97	1	10	8	7.711	2.234
	Average					7.802	2.087

Source: SmartPLS Output, 2025

The mean values suggest a generally high level of consumer trust. The highest score was for **Information Accuracy (KK3)**, indicating that truthful communication significantly influences trust. **Understanding Consumer Needs (KK2)**, though positive, was

relatively lower, pointing to a potential gap in consumer-producer alignment.

d.. Purchase Intention

The **Purchase Intention** variable includes:

- **Transactional Intention (MB1):** inclination to make direct purchases.
- **Referential Intention (MB2):** willingness to recommend the product.
- **Preferential Intention (MB3):** preference over similar products.
- **Explorative Intention (MB4):** interest in learning more or trying variations.

Table 4.8. Description of Purchase Intention Variable

No	Item	N	Min	Max	Median	Mean	Std. Dev
1	MB1	97	3	10	8	7.784	2.057
2	MB2	97	1	10	8	7.763	2.242
3	MB3	97	2	10	8	7.732	2.003
4	MB4	97	1	10	8	7.876	2.032
	Average					7.789	2.084

Source: SmartPLS Output, 2025

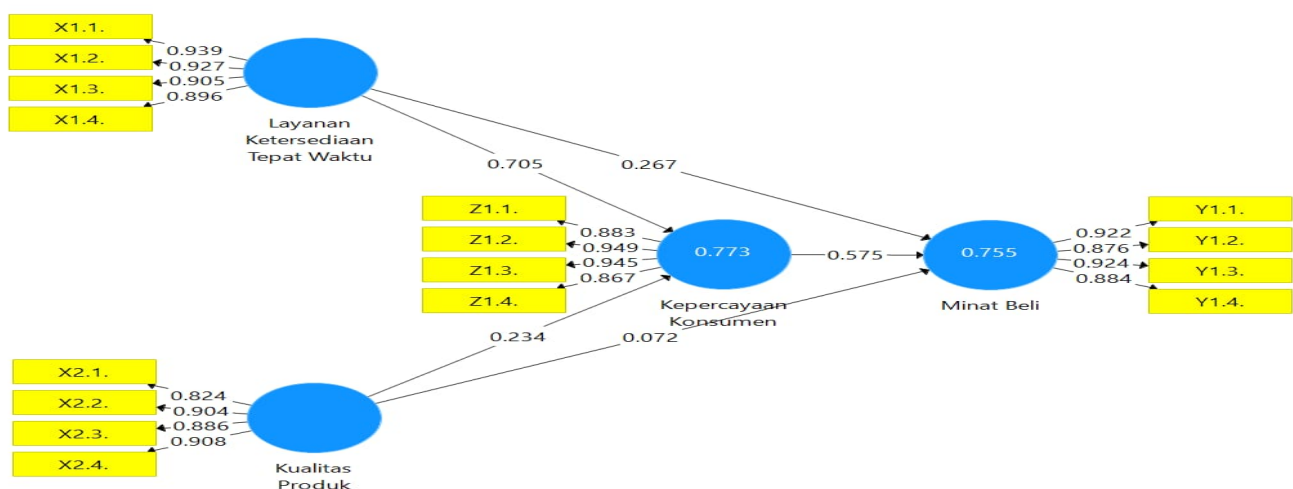
Findings show consistently high purchase intention, with **Explorative Intention (MB4)** scoring the highest. This indicates consumer enthusiasm for exploring more product information or variations. **Preferential Intention (MB3)** was the lowest, suggesting an opportunity to strengthen consumer loyalty.

4.1.2 Evaluation of the Measurement Model (Outer Model)

The evaluation of the measurement model (outer model) in Structural Equation Modeling (SEM) using Partial Least Squares (PLS) aims to assess the validity and reliability of the

indicators used to measure latent variables. This evaluation includes tests of **convergent validity**, **composite reliability**, and **discriminant validity**, which are essential to ensure that each construct is measured accurately and consistently. Convergent validity is assessed through **outer loading** values and **Average Variance Extracted (AVE)**, with an acceptable threshold of ≥ 0.70 for outer loadings and > 0.50 for AVE. Reliability is measured using **Cronbach's Alpha** and **Composite Reliability (CR)**, both of which should ideally exceed 0.70 (Hair et al., 2021). Figure 4.3 presents the results of the outer model estimation.

Figure 4.3. Results of the Measurement Model (Outer Model)



Source: SmartPLS Output, 2025

1) Convergent Validity

The **Average Variance Extracted (AVE)** represents the proportion of variance captured

by a latent construct relative to the variance due to measurement error. A construct demonstrates acceptable convergent validity

when its AVE exceeds 0.50. The results are shown in **Table 4.9** below.

Table 4.9. Composite Reliability and AVE Results

No	Construct	AVE
1	Just-in-Time Availability Service	0.831
2	Product Quality	0.776
3	Consumer Trust	0.840
4	Purchase Intention	0.813

Source: SmartPLS Output, 2025

All AVE values exceed 0.50, indicating that each construct has good convergent validity and can adequately represent the respective latent variables.

a. Just-in-Time Availability Service

Table 4.10. Convergent Validity for Just-in-Time Availability Service

No	Indicator	Outer Loading	Threshold	Status
1	LKTW1	0.939	≥ 0.70	Valid
2	LKTW2	0.927	≥ 0.70	Valid
3	LKTW3	0.905	≥ 0.70	Valid
4	LKTW4	0.896	≥ 0.70	Valid

Source: SmartPLS Output, 2025

All items demonstrate strong factor loadings above the threshold, indicating that they reliably measure the Just-in-Time Availability Service construct.

b. Product Quality

Table 4.11. Convergent Validity for Product Quality

No	Indicator	Outer Loading	Threshold	Status
1	KP1	0.824	≥ 0.70	Valid
2	KP2	0.904	≥ 0.70	Valid
3	KP3	0.886	≥ 0.70	Valid
4	KP4	0.908	≥ 0.70	Valid

Source: SmartPLS Output, 2025

The outer loading values confirm that all items are valid indicators for the Product Quality construct.

c. Consumer Trust

Table 4.12. Convergent Validity for Consumer Trust

No	Indicator	Outer Loading	Threshold	Status
1	KK1	0.922	≥ 0.70	Valid
2	KK2	0.876	≥ 0.70	Valid
3	KK3	0.924	≥ 0.70	Valid
4	KK4	0.884	≥ 0.70	Valid

Source: SmartPLS Output, 2025

All indicators exhibit high loadings, confirming strong convergent validity of the Consumer Trust construct.

d. Purchase Intention

Table 4.13. Convergent Validity for Purchase Intention

No	Indicator	Outer Loading	Threshold	Status
1	MB1	0.883	≥ 0.70	Valid
2	MB2	0.949	≥ 0.70	Valid
3	MB3	0.945	≥ 0.70	Valid
4	MB4	0.867	≥ 0.70	Valid

Source: SmartPLS Output, 2025

All items significantly contribute to the Purchase Intention construct, as evidenced by their strong outer loadings.

2) Discriminant Validity

Discriminant validity assesses the extent to which a construct is truly distinct from other constructs in the model. This is typically evaluated using the **Fornell-Larcker criterion**, which states that the square root of AVE for a construct should exceed its correlation with any other construct.

Table 4.14. Discriminant Validity (Fornell-Larcker Criterion)

No	Variable	LKT P	KP	KK	MB
1	Just-in-Time Availability Service	0.912			
2	Product Quality	0.705	0.881		
3	Consumer Trust	0.862	0.668	0.917	
4	Purchase Intention	0.855	0.665	0.810	0.902

Source: SmartPLS Output, 2025

From Table 4.14, it can be observed that:

- $\sqrt{\text{AVE}}$ for **Just-in-Time Availability Service** is $0.912 >$ correlations with KP (0.705), KK (0.862), and MB (0.855)
- $\sqrt{\text{AVE}}$ for **Product Quality** is $0.881 >$ correlations with KK (0.668) and MB (0.665)
- $\sqrt{\text{AVE}}$ for **Consumer Trust** is $0.917 >$ correlation with MB (0.810)
- $\sqrt{\text{AVE}}$ for **Purchase Intention** is $0.902 >$ all its correlations

These results confirm that each construct is statistically distinct from others, demonstrating **good discriminant validity**.

Summary of Outer Model Evaluation

The results of convergent and discriminant validity analyses indicate that all constructs meet the recommended criteria for validity and reliability:

- All outer loadings exceed 0.70
- All AVE values exceed 0.50
- Fornell-Larcker criteria are fulfilled

Therefore, the measurement model is deemed valid and reliable, forming a solid basis for further structural (inner model) analysis.

3) Composite Reliability

Composite Reliability is a key indicator used to measure the internal consistency of indicators in representing a construct. A high Composite Reliability value suggests that the indicators consistently measure the intended latent variable. Additionally, Cronbach's Alpha, developed by Cronbach, is commonly used to assess the internal consistency of scales comprising multiple items.

In evaluating construct reliability, two main indicators are considered: Cronbach's Alpha and Composite Reliability. A construct is deemed reliable if its Cronbach's Alpha exceeds 0.7 and its Composite Reliability exceeds 0.8. These thresholds reflect the extent to which a construct consistently measures the underlying latent variable.

Meeting these criteria indicates that the constructs in the research model possess a

sufficient level of reliability, making them suitable for further analysis.

Table 4.15. Composite Reliability Test Results

Variables	Cronbach's Alpha (>0.7)	CR (rho_A) (>0.80)	Composite Reliability (>0.80)
Just-in-Time Availability Service	0.932	0.937	0.952
Product Quality	0.903	0.904	0.933
Consumer Trust	0.937	0.937	0.955
Purchase Interest	0.923	0.927	0.946

Source: SmartPLS data processing, 2025

1. Cronbach's Alpha Cronbach's Alpha is a classic measure for assessing the internal consistency of a construct. A high value indicates that the items within the construct are highly intercorrelated. Based on Table 4.15, all variables show Cronbach's Alpha values above 0.7:

- Just-in-Time Availability Service: 0.932
- Product Quality: 0.903
- Consumer Trust: 0.937
- Purchase Interest: 0.923

These values demonstrate excellent internal consistency for each construct.

2. rho_A rho_A is a more conservative and arguably more accurate measure of internal consistency than Cronbach's Alpha. All constructs exhibit rho_A values above 0.8:

- Just-in-Time Availability Service: 0.937
- Product Quality: 0.904
- Consumer Trust: 0.937
- Purchase Interest: 0.927

This indicates a high degree of internal consistency across all constructs.

3. Composite Reliability (CR) Composite Reliability evaluates how well a set of items reflects the latent construct. Based on Table

4.15, all constructs meet the CR threshold of >0.8:

- Just-in-Time Availability Service: 0.952
- Product Quality: 0.933
- Consumer Trust: 0.955
- Purchase Interest: 0.946

The results confirm that all constructs in the study are reliable and consistent in measuring the corresponding latent variables. These constructs are thus suitable for use in structural analysis and subsequent hypothesis testing.

4.2 Discussion

This study aims to analyze the influence of timely service availability and product quality on consumer purchase intention, with consumer trust acting as a mediating variable in the context of the Tahu Kota Manis MSME, Gunung Putri District. Employing a quantitative approach through path analysis using the SmartPLS software, the findings are elaborated based on direct and indirect effects as follows:

1. Effect of Timely Service Availability (X1) on Consumer Trust (Z)

The results show a significant positive relationship between timely service availability and consumer trust, with a path coefficient of 0.705 and a p-value of 0.000. This confirms that punctuality in service delivery is essential in fostering positive consumer perceptions toward MSMEs. Consistent and reliable service builds a sense of assurance, thereby strengthening the perceived integrity and credibility of the business. This finding is in line with Fajarini & Meria (2020), who suggest that timely and efficient service enhances trust, which is foundational for sustainable customer relationships.

2. Effect of Product Quality (X2) on Consumer Trust (Z)

Product quality also shows a significant positive effect on consumer trust, with a coefficient of 0.234 and a p-value of 0.001. Although the magnitude of this influence is less than that of service availability, it reaffirms that product quality remains a vital

component in establishing trust. Attributes such as flavor, texture, durability, and hygiene of the tofu product contribute to favorable consumer perceptions. This aligns with Yusra & Rizki (2021), who found that high-quality products that meet customer expectations enhance loyalty through increased trust.

3. Effect of Timely Service Availability (X1) on Purchase Intention (Y)

The coefficient of 0.267 with a significance level of 0.044 indicates that timely service availability has a statistically significant positive effect on purchase intention. In local MSMEs such as Tahu Kota Manis, prompt service is a distinguishing value proposition. This supports Tiefani & Saputra (2020), who argue that service reliability, including delivery speed and accuracy, is a key determinant of consumer purchase behavior.

4. Effect of Product Quality (X2) on Purchase Intention (Y)

With a coefficient of 0.072 and a p-value of 0.377, the analysis indicates no significant direct effect of product quality on purchase intention. This suggests that product quality alone may not be sufficient to stimulate purchase interest, particularly for everyday items like tofu. Factors such as trust and previous experience likely play a more influential role. This finding contrasts with Arintowati & Maretha (2022), who emphasized the importance of product quality in influencing consumer purchase decisions.

5. Effect of Consumer Trust (Z) on Purchase Intention (Y)

Consumer trust emerged as the strongest predictor of purchase intention, with a path coefficient of 0.575 and a p-value of 0.000. This underscores that consumers with high trust levels are more inclined to purchase and recommend the product. As noted by Wati, Welsa, & Maharani (2024), in MSME contexts, building trust is a strategic lever for fostering consumer interest and loyalty.

6. Indirect Effect of Timely Service Availability (X1) on Purchase Intention (Y) via Consumer Trust (Z)

The indirect path coefficient of 0.405 ($p = 0.000$) suggests a significant mediating role of consumer trust. This implies that timely service does not only directly impact purchase intention but also influences it through the enhancement of trust. This supports Rohmatulloh & Sari (2021), who argue that trust can act as an effective mediator when the direct effect is insufficient to fully explain consumer behavior.

7. Indirect Effect of Product Quality (X2) on Purchase Intention (Y) via Consumer Trust (Z)

Although the direct effect of product quality on purchase intention is not significant, the mediated path through consumer trust (coefficient = 0.135, $p = 0.019$) is significant. This demonstrates that the influence of product quality becomes meaningful when it fosters consumer trust first. Cantika, Wachjuni, & Manalu (2023) support this by noting that when the indirect effect outweighs the direct, the mediating variable is effective in explaining the causal mechanism.

4.3. Managerial Implications

The empirical findings of this study highlight the strategic relevance of timely service and product quality in shaping consumer trust and purchase intention within MSMEs. Based on these findings, several managerial implications are recommended for the Tahu Kota Manis MSME in Gunung Putri District:

1. Enhancing Just-in-Time Delivery Services

Given the significant direct and indirect impact of timely delivery on consumer trust and purchase intention, MSME managers should prioritize the optimization of distribution and inventory systems. Ensuring product availability within the promised timeframes builds a perception of professionalism and accountability, which

are essential for fostering consumer loyalty. Investing in scheduling tools, logistics partnerships, and order tracking systems can enhance reliability and customer satisfaction.

2. Maintaining and Improving Product Quality

Although product quality does not significantly influence purchase intention directly, it contributes substantially through trust-building. MSME managers should implement strict quality assurance protocols, including quality checks on raw materials, standardized production processes, and hygienic packaging practices. Consistently high product quality enhances brand reputation and secures long-term consumer engagement.

3. Building and Sustaining Consumer Trust

Trust plays a pivotal role in shaping purchasing behavior. Management should focus on transparent communication, prompt complaint resolution, and ethical business practices. Providing product guarantees, clear usage information, and reliable after-sales service are practical steps to increase trustworthiness. A strong trust foundation not only boosts repeat purchases but also drives positive word-of-mouth promotion.

4. Integrating Trust-Centric Strategies to Boost Purchase Intention

An effective strategy to stimulate purchase intention must integrate service reliability, product quality, and consumer trust as interdependent components. Management should design customer-centric experiences that emphasize timely service, consistent quality, and trustworthy interactions. This integrated approach will foster competitive advantage and help the MSME navigate an increasingly dynamic market landscape.

In summary, the findings offer a comprehensive understanding of the relational dynamics among service availability, product quality, consumer trust, and purchase intention. By

implementing trust-oriented and quality-focused managerial strategies, the Tahu Kota Manis MSME can enhance consumer satisfaction, increase market share, and secure sustainable growth.

5. Conclusion

5.1. Conclusion

This study, utilizing the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach through SmartPLS software, produced the following key conclusions:

1. **Timely delivery** exerts a significant direct effect on consumer trust and also influences purchase intention both directly and indirectly. These results highlight that delivery reliability is a crucial determinant in establishing consumer trust and shaping purchasing behavior.
2. **Product quality** does not exhibit a significant direct influence on purchase intention; however, it significantly affects consumer trust, which in turn mediates its influence on purchase intention. This finding underscores the pivotal role of trust as an intermediary between product quality and consumer decision-making.
3. **Consumer trust** serves as a strong mediating variable within the research model. Trust not only directly affects purchase intention but also acts as a vital link between service quality and product quality in influencing consumer behavior.
4. The **indirect influence** of both timely service delivery and product quality on purchase intention—through the mediation of consumer trust—reinforces the importance of a trust-based business approach. Such an approach is instrumental in enhancing consumer loyalty and fostering increased interest in MSME products.

In summary, this research emphasizes that building and maintaining consumer trust through professional, timely service and consistent product quality constitutes a

strategic foundation for increasing consumer purchase intention within MSMEs.

5.2. Suggestions

Based on the research findings and analysis presented, the following strategic recommendations are proposed for the management of the Tahu Kota Manis MSME and other relevant stakeholders in order to enhance consumer purchasing interest:

1. Enhancement of Just-in-Time Delivery Systems

MSME managers are encouraged to continuously improve their delivery timeliness. This can be achieved by strengthening partnerships with local logistics providers, optimizing delivery route planning, and offering flexible delivery schedules tailored to customer preferences. Timely delivery not only fosters trust but also projects a professional business image, which contributes positively to customer retention and loyalty.

2. Ensuring Product Quality Consistency

Maintaining consistent product quality is essential in sustaining consumer trust. It is recommended that MSMEs establish comprehensive quality control mechanisms—starting from the selection of raw materials, hygienic production processes, to final packaging and presentation. A consistently high-quality product enhances consumer satisfaction and encourages repeat purchases.

3. Trust Building through Transparent Communication

Beyond product and service quality, trust is also nurtured through effective communication and responsive consumer engagement. MSMEs should prioritize transparent information-sharing, timely handling of complaints, and creating a pleasant customer experience. These elements play a critical role in fostering emotional connections that drive consumer loyalty and long-term engagement.

4. Implementation of an Integrated Marketing Strategy

To increase consumer purchase intention, MSMEs are advised to adopt a comprehensive marketing strategy that integrates service reliability, product excellence, and brand credibility. This strategy may include leveraging digital marketing platforms, utilizing customer testimonials, launching loyalty programs, and enhancing brand identity. These efforts can significantly expand market reach and increase the attractiveness of MSME products.

In conclusion, the findings of this study provide a strategic roadmap for MSMEs, particularly Tahu Kota Manis, to improve consumer purchasing interest through a combination of quality assurance, efficient service, and trust-centered engagement. The adoption of an integrated marketing and operational approach will not only boost competitiveness but also support sustainable business growth in an increasingly dynamic market environment.

References

- Abdullah, M. (2015). *Quantitative Research Methods*. Sleman Yogyakarta: Aswaja Pressindo.
- Anita, E., & Syahrizal, A. (2023). The Role of Tofu Micro, Small, and Medium Enterprises (MSMEs) in Improving Community Welfare (Study of Tofu MSMEs in Mendis Village, Musi Banyuasin Regency). *MUQADDIMAH: Journal of Economics, Management, Accounting and Business*, 01-17.
- Anum, F., & Badau, MM (2023). The Effect of Product Quality and Price on Repurchase Intention at the Emina Official Store on Shopee. *Journal of Education and Counseling*, 137-145.
- Aprileny, I., UN, AK, & Emarawati, JA (2023). Analysis of Factors Influencing Repurchase Interest of Medical Mask Products During the Covid-19 Pandemic (Case Study on the DKI Jakarta Community). *IKRAITH-EKONOMIKA Journal*, 97-105.
- Arintowati, D., & Maretha, AD (2022). Product Quality and Price in Influencing Consumer Purchase Intention. *Mutiara Madani Journal of Accounting and Management*, 90-105.
- Caniago, A., & Rustanto, AE (2022). The Influence of Service Quality on Consumer Purchase Intention in MSMEs in Jakarta (Case Study of Purchases Through Shopee). *Journal of Thought and Research in the Field of Administration, Social, Humanities, and Public Policy*, 19-25.
- Cantika, A., Wachjuni, & Manalu, VG (2023). Antecedents of Purchase Intention on Lazada E-Commerce with Consumer Trust as an Intervening Variable. *DIGIBE: Digital Business and Entrepreneurship Journal*, 1-9.
- Chin, W.W. (1988). *The Partial Least Squares Approach to Structural Equation Modeling*. Mahwah, New Jersey: Lawrence Erlbaum Associates.
- Daffa Pratama, MA, & Andriana, AN (2023). The Influence of Product Quality, Service Quality, and Price on Repurchase Intention Through Purchase Decisions at Thrifting Store Swoosh. *Economics, Finance, Investment, and Sharia (EQUITY)*, 78-85.
- Fajarini, A., & Meria, L. (2020). The Effect of Service Quality on Customer Trust and Loyalty in the Mediation of Customer Satisfaction (Case Study of Beaty INC Beauty Clinic). *JCA: Economics*, 481-491.
- Firdayanti, R. (2012). *Perceived Risk of E-Commerce and Consumer Trust in Purchasing Fashion Products*. *Journal of Social and Industrial Psychology*. Semarang: Semarang University, Faculty of Psychology.
- Ghozali, I. (2020). *Multivariate Analysis Application with IBM SPSS 23 Program*

- (Vol. VIII). (PP Harto, Ed.) Semarang, Central Java, Indonesia: Diponegoro University Publishing Agency.
- Gunardy, G., & Padmawidjaja, L. (2024). The Effect of Service Quality on Repurchase Intention with Customer Satisfaction as an Intervening Variable at Mixue Gwalk. *PERFORMA: Journal of Management and Business Start-Up*, 138-160.
- Gunawan, D., & Pertiwi, AD (2022). The Influence of Halal Labels, Electronic Word of Mouth, and Product Quality on Safi Skincare Purchasing Decisions Through Brand Image and Brand Trust. *Scientific Journal of Islamic Economics*, 815-824.
- Hair, Jr., J.F., & Alamer, A. (2022). Partial Least Squares Structural Equation Modeling (PLS-SEM) in second language and education research: Guidelines using an applied example. *Research Methods in Applied Linguistics*, 100027.
- Harjadi, D., & Arraniri, I. (2021). *Experiential Marketing & Product Quality in Millennial Generation Customer Satisfaction*. Cirebon: Insania.
- Ibrahim, H., Zahara, AE, Ardyan, E., Tahir, R., Terimajaya, I., Putra, IT, . . . Saputra, D. (2023). *Introduction to Management*. (Efitra, Ed.) Jambi: PT. Sonpedia Publishing Indonesia.
- Kasmir. (2017). *Excellent Customer Service*. Jakarta: Raja Grafindo Persada.
- Kotler, P., & Keller, K.L. (2018). *Marketing Management. 12th Edition. Volume 2*. Jakarta: PT. Indeks.
- Laksana, MF (2019). *Practical Understanding of Marketing Management*. Sukabumi: CV. Al Fath Zumar.
- Loewen, S., Isbell, D. R., & Sporn, Z. (2019). The effectiveness of app-based language instruction for developing receptive linguistic knowledge and oral communicative abilities. *Foreign Language Annals*, *Foreign Language Annals*, 779-795.
- Mowen, J., & Minor, M. (2012). *Consumer Behavior. 11th Edition*. Boston: Prentice Hall.
- Mulyanto, H., & Wulandari, A. (2019). *Research Methods and Analysis*. Semarang: CV. AGUNG.
- Oktaviani, S., Putri, AD, & Handayani, MA (2022). The Influence of Trust and Purchase Experience on Online Purchase Intention (A Case Study on the Lazada Online Store). *SMART: Strategy of Management and Accounting through Research and Technology*, 37-45.
- Pasaribu, MK, Larasati, AN, Siahaan, DF, & Manik, B. (2023). Efforts to Increase Sales at Sumedang Putri Deli Medan Tofu MSMEs through Environmentally Friendly Packaging and Digital Marketing Strategies. *Bima Abdi: Journal of Community Service*, 57-67.
- Piri, G.V., Mananeke, L., & Ogi, I. (2021). Analysis of Factors Influencing Consumer Purchase Interest in Samsung Galaxy A Smartphones at Chikal Celular Sukur Airmadidi. *EMBA: Journal of Economics, Management, Business and Accounting Research*, 746-753.
- Ramadhina, A., & Mugiono. (2022). The Influence of Packaging Design, Product Variety, and Product Quality on Consumer Purchase Intention. *Journal of Marketing Management and Consumer Behavior*, 59-67.
- Rizal, S., Yusuf, M., Attahmid, NA, & Khaliq, A. (2024). *Introduction to Management*. Bandung: Widina Media Utama.
- Rohman, A. (2017). *Fundamentals of Management*. Malang, Central Java, Indonesia: Media Intelligence.
- Rohman, Aripin, MH, & Leliana, A. (2024). Analysis of Factors Influencing Consumer Purchase Interest at Madura Kelongtong Stalls. *JBK: Scientific Journal of Business and Entrepreneurship*, 435-446.
- Rohmatulloh, C., & Sari, D. (2021). The Influence of Online Customer Reviews on Purchase Intention with Trust as an Intervening

- Variable on Shopee. *eProceedings of Management*, 1-8.
- Rolando, B. (2018). Level of Readiness for Smart Governance Implementation in Palangka Raya City. *Atmajaya University Yogyakarta*.
- Sugiyono. (2019). *Quantitative and Qualitative Research Methodology and R&D*. Bandung: ALFABETA.
- Sunyoto, D. (2019). *Fundamentals of Marketing Management (Concepts, Strategies, and Cases)*. 3rd Edition. Jakarta: PT. Buku Seru.
- Syamnarila, A.P., Efendi, A., & Abdullah, W. (2022). The Effect of Service Quality on Purchase Intention and Customer Satisfaction as Intervening Variables at Charles & Keith Mall Ratu Indah Makassar. *Study of Scientific and Behavioral Management (SSBM)*, 15-25.
- Tiefani, & Saputra, A. (2020). Analysis of Factors Influencing Consumer Repurchase Interest at PT Anugerah Avava Cemerlang Batam. *EMBA Journal: Journal of Economics, Management, Business, and Accounting Research*, 2095-2105.
- Tjiptono, F. (2015). *Marketing Strategy*, 4th Edition. Yogyakarta: Andi Offset.
- Tjiptono, F. (2019). *Marketing Services, Latest Edition*. Yogyakarta: Andi.
- Tjiptono, F., & Diana, A. (2020). *Marketing*. Yogyakarta: Andi.
- Tsaniya, R., & Telagawathi, NW (2022). The Influence of Product Quality and Price on Consumer Purchase Interest at Nau Coffee Shop, Seririt District. *Journal of Hospitality and Tourism Management*, 32-39.
- Ullah, A., & Ameen, K. (2021). Research methods in library and information science: A content analysis. *Library Philosophy and Practice*. *DigitalCommons@University of Nebraska - Lincoln*, 1-15.
- Wati, NH, Welsa, H., & Maharani, BD (2024). Analysis of Perceived Benefits and Price on Purchase Intention Through Trust as an Intervening Variable: A Case Study of TikTok Shop Consumers in Yogyakarta. *Journal of Islamic Economics & Business Studies*, 2414-2426.
- Wulandari, S., & Marlana, N. (2020). The Effect of Service Quality on Repurchase Intention with Consumer Satisfaction as an Intervening Variable on Migo Transportation Users in Surabaya. *Journal of Commerce Education (JPTN)*, 791-797.
- Yuliacipta, A., & Warsitasari, WD (2023). The Influence of Location, Product Quality, and Store Atmosphere on Consumer Purchase Interest at Ruang Luang Coffee Trenggalek. *JESK: Journal of Economics and Policy Studies*, 13-24.
- Yusra, I., & Rizki, WW (2021). The Influence of Product Quality, Service Quality, and Promotion on Customer (Consumer) Trust at Erha Skin Padang. *Indonesian Journal of Applied Accounting and Finance*, 85-113.
- Zuhdi, DA, Yasya, W., & Dwinarko. (2023). The Influence of Trust and Online Purchasing Experience on Purchase Intention in Shopee E-Commerce. *Jurnal Aktif: Jurnal Ilmu Komunikasi*, 261-277.